

# ELECTRICAL MERCHANDISING WEEK

DECEMBER 18, 1961

A MCGRAW-HILL PUBLICATION • PRICE FIFTY CENTS • VOL 93 NO 51

BOUGHT AND READ BY MORE DEALERS IN THE APPLIANCE-RADIO-TV & HOUSEWARES FIELD THAN ANY OTHER PUBLICATION



And so, '61 ends for the editors of EM WEEK. As usual, we will not have an issue at Christmastime. You'll hear from us next in our January 1 Statistical and Marketing Issue, the annual benchmark for the major appliance, consumer electronics and housewares industries. This, then, is our last chance to speak for the year. And what can we say more important than that electrifying one-word message so closely associated with this season, cutting across all religious or national differences, and so appropriate in these times? **Peace**

## ...presstime

**JAPANESE EXPORT FIGURES** for consumer electronics: Latest report shows \$11,191,223 worth shipped in October, down 3% from September (details and analysis on p31). ■

**MOTOROLA'S COLOR TUBE:** The company is still without a commitment to build its proposed 23-inch rectangular color TV picture tube, according to Edward R. Taylor, executive vice president. But Taylor indicated that Motorola has not given up hope of getting the tube built in time for the 1963 model year, although time is growing short.

Motorola, one of two major companies without a color set in its line, introduced the new tube last summer, has been searching for a tube manufacturer ever since. The company claims the new tube would reduce front-to-back dimensions of today's color sets using the 70-degree round RCA tube by four to six inches,

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Special Survey On Service p4

How To Form A Co-op p7

Built-In Electrics Market p9

Focus On Builders' Show p27

AN EM WEEK EXCLUSIVE:

Complete 1962  
Power Mower  
Specifications  
For All Major  
Lines p11-21



The Music Timer Model AK18 has all the clock features of the others and adds a distinctly styled cabinet—vernier tuning—and appliance outlet.

The Night Lighter Model AK17 has everything AK16 has and steps this up with top push-button control and exclusive PANELESCENT® glowing clock face.

The Melody Timer Model AK16 has all the features of AK15 plus a Telechron® clock with sleep switch and buzzer alarm.

The Star Timer Model AK15 features a fully molded, two-tone cabinet—6-tube performance—clock with automatic wake-to-music alarm.

## STEP 'EM UP AND UP AND UP

Here's a great new "stepped-up" clock-radio line that really makes some sense—and will make some extra dollars for you in the Christmas gift-buying season just ahead.

Each of the four models—right up the line—offers just a few more tempting features for just a few more dollars. That's your cue to step up the sale to every clock-radio shopper—step up your profit on every order. Added sales-clincher: every model is backed by Sylvania's tremendous *full year warranty on all parts and labor*.

You'll find the Sylvania quality buy-appeal features listed right under the sets—and you'll find your Sylvania Distributor ready to take your Christmas order now. Phone him *today* and make sure you share in the stocks available for Christmas money-making!

®Panelescent is a Sylvania registered trade mark.

*Quality you can bank on in TV, Stereo, High Fidelity and Radio*

*Sylvania Home Electronics Corp., Batavia, N. Y.*

# SYLVANIA

SUBSIDIARY OF

## GENERAL TELEPHONE & ELECTRONICS





## ...presstime

improve the style factor and boost color sales to about 500,000 units in less than a year.

The most logical candidate to build the color tube—RCA Victor—has rejected Motorola's arguments, plans to build its 1963 line around today's tube. And RCA gleefully announced that color dollar volume exceeded black and white at the factory for the first time in company history last month. ■

Motorola's Taylor, however, firmly believes 1961 color TV volume won't top 170-180,000 sets (less than 4% of B&W sales), despite the ballyhoo about color this year. ■

### WHAT RUSSIAN NEWSPAPER CALLED McGRAW-HILL

was taken as a compliment by members of the publishing company's authoritative department of economics. "Komsomolskaya Pravda" listed the company which publishes EM WEEK as one of the foremost "knights of the electric blanket" and "troubadours of capitalism." Copies of the McGraw-Hill report—"The American Economy, Prospects for Growth Through 1975"—which brought forth this "caustic" Soviet comment are available to readers of EM WEEK for the asking. ■

"THE I.D. PLAN IS INSTANT DEATH and Instant Delusion," commented R. C. Connell, vice-president

of Eureka Williams Co., speaking of Philco's plan which moves appliances in supermarkets as premiums for food purchases (see below and EM WEEK, Nov. 27, p3; Dec. 4, p1, 14; Dec. 11, p3). "It is an evil for all concerned because it is based on the delusion of getting something tangible for nothing." The entire appliance-consumer electronics industry is on the hottest spot imaginable, Connell added, and that while a manufacturer might get a temporary lift by participating in such a plan, other manufacturers won't let him cut them up for long.

The result could be, Connell concluded, destruction of the industry's entire distributing and retailing structure. ■

**SYLVANIA DROP-IN:** Eight-transistor portable (model TH16) in optional gift package, expected to retail for less than \$40. ■

### EIA'S EXPANDING CONSUMER PRODUCTS DIVISION

took a major step forward last week by naming L. M. Sandwick, Pilot Radio vice president, as full time staff director. ■

**A BRIGHT NEW 1962 FOR TAPE INDUSTRY.** That's the prediction from the Magnetic Recording Industry Assn. year-end survey.

Tape recorder sales this year were slightly higher (roughly 500,000 units) than 1960 sales, according to H. L. Brown of Ampex, who looks for a 20% to 30% growth in tape recorder sales next year. ■

## NARDA Draws Battle Lines

Victor P. Joerndt, president of the 6,000-member National Appliance & Radio-TV Dealers Assn. emerged from a Chicago meeting with the group's hierarchy and announced that he is still opposed to any expansion of the "so called food tape plan," by which selected dealers sell appliances in supermarkets as food premiums.

Rather, the Kenosha, Wisconsin, dealer stated that in his opinion the plans represent another burden on appliance dealers and are causing a strain on household budgets.

"If unchecked," Joerndt said, "this scheme can result in food supermarkets exercising their tremendous purchasing power to buy direct from

manufacturers, bypassing both the distributor and the dealer." (See EM WEEK, Dec. 11, p3.)

He believes the housewife committed to a 30-month contract for an appliance becomes a "captive customer" for the supermarket.

The NARDA head said, "As any housewife knows, judicious shopping of various supermarkets—buying one special here and another there—can result in a savings of more than \$2 on the household's weekly food budget." Stretched out over a period of 30 months, he figured these savings in food could add up to \$300 which the consumer can use any way she wishes, if she is not bound by one supermarket.

"I believe that once these facts are known to the public, food tape plans will fall of their own weight," Joerndt flatly stated. "It is the duty of every appliance dealer to see to it that this job of education is accomplished swiftly."

He said retailers could make this known through newspaper ads and talks before local women's groups.

**Philco's reaction** to NARDA'S stand was that it would have some effect on the company's I. D. supermarket tape plan, said Henry E. Bowes, vice-president and general manager of the consumer products division.

In a discussion with EM WEEK (following Philco's press conference to

formally announce the acquisition of the company by Ford) Bowes maintained that Philco wouldn't think of selling the plan without the participation of appliance dealers.

He said that no supermarket has asked to handle the merchandise directly, nor had it been offered by Philco. Supermarkets, he said, don't want to get into the mechanics of merchandising appliances, "they have enough of their own problems."

At the press conference, the new president of the Ford subsidiary, Charles E. Beck, and the new chairman, Irving A. Duffy, said that Ford would back the I. D. program and strengthen the consumer products division, contrary to reports that it would close out this segment of the business.

Ford will add its name to that of Philco in advertising and sales promotion.

## New Motorola Leader: \$139.88

Motorola dropped in on the industry last week—with both feet.

**Heading the company's lineup** of 11 new TV sets—a 19-inch portable with a new low, low price of \$139.88. And there's a step to \$149.95 (Model 19P16). Motorola's previous leader for 19-inch merchandise was \$169.95; among the major companies only General Electric's \$159.95 had been lower.

"This is not a metropolitan set," said C. P. Lloyd, national TV sales manager. "It is designed for use anywhere TV sets are now pulling a picture." The set features hand-wired horizontal chassis, top speaker (slanted to give front-firing sound) and top-mounted control knobs.

**Two 27-inch sets**—A new category for Motorola—with 23,000 volts of picture power have been added to the

line, starting with an upright console (27K10) in two finishes at \$369.95 and stepping up to a Danish Modern lowboy (27K11) in two finishes at \$389.95.

"It is apparent that there is a growing trend at the market place for the larger screen TV set," explained Lloyd.

In 23-inch merchandise, Motorola is featuring a longer, sleeker look by changing the width-to-height ratio.

There's new hardware: The knob treatment features a see-through crystal fine-tuning control.

**Five new radios** have been added, starting with Model A21 at \$19.95, stepping to \$21.95 for A22 in a two-tone cabinet. Three clock models—\$24.95 (C21); \$27.95 (C22) and \$29.95 (C23)—have been added.

Motorola is shifting emphasis in its advertising plans, too. Mainly, ads have featured Motorola sets in the Drexel series. Now more popularly priced models also will be illustrated.

## STRAIGHT FROM WASHINGTON

### FASTER TAX WRITEOFFS FOR ELECTRICAL MAKERS

are under study by the Administration. Such a move would mean tax savings for the users of machinery with which appliances and other electrical products are made. Eventually, of course, the savings may be passed on to the distributor, dealer and consumer. The idea is to spur industrial modernization by shortening the tax life of machinery.

The Administration already has decided to grant such tax relief to the textile industry. Now studies are under way for similar moves for electrical machinery, aircraft, autos, metal-working machinery and machine tools, railroads and steel. By next spring, the Treasury plans to announce tax revision on productive equipment in all industries. ■

### MANUFACTURERS ARE AWAITING TAX SPECIFICS

before committing themselves to any large expenditures for new plant and equipment. This is apparent from the latest government survey, which shows such spending will rise in the first quarter of 1962, but at a moderate rate. ■

### KENNEDY'S NEW TRADE POLICY NOW IS IN FOCUS

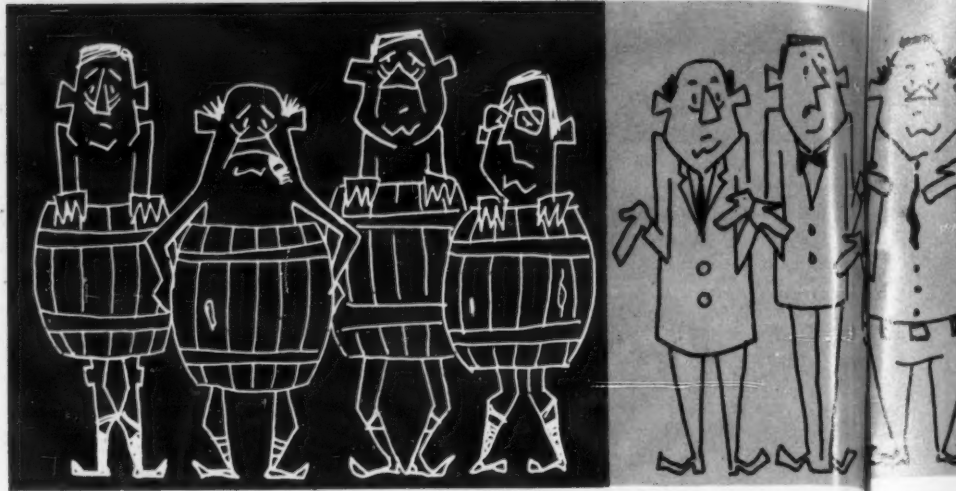
and many business leaders are finding it not quite as distasteful as they first had imagined. The President does not intend to take this country into the European Common Market. He is aiming at the eventual free flow of goods between America and West Europe. But he is willing to make concessions to domestic industries hurt by competition to tide them over the years of great-est impact.

Faster tax writeoffs (see above) would be one of these concessions. Others would include a federally financed worker retraining program, federal aid to injured industries and harmed communities. There is a hint from the White House that concessions might even include some form of tariff adjustment for industries which could prove excessive injury because of free trade.

Skeptics in Congress want to see the details of these concessions before committing themselves to the Kennedy program. So do the majority of business leaders. Meanwhile, however, Free Traders in the House and Senate are heartened by the reception given the President's sales pitch by both labor and management. ■

### RETAIL SALES ARE DEFINITELY ON THE RISE.

Sales hit \$19.3 million in November, reports the Commerce Department. This is 3% above October and 5% above November, 1960. Preliminary figures (adjusted totals will not be available for a week or so) show furniture and appliance stores sales at \$978 million, compared to \$919 million in October and \$927-million in November, 1960. ■



Out of every 20 dealers questioned, 4 lost money

## Here's How 2

EM WEEK's market research department recently completed a survey questioning a cross section of its dealer-subscribers about their service operations. Of the dealers who replied, 252 service major appliances. Most of the dealers have been in business from 15 to 19 years, 43% have an annual sales volume of over \$100,000 and most do business in markets of 100,000 or larger population. Here is the way they answered EM WEEK's questionnaire, together with voluntary comments about various aspects of servicing during 1960:

**In-warranty service**—Exactly half of the dealers said they lost money on in-warranty service. Another 32% said they broke even, and only 18% made money handling this type of service. Typical of the comments about new products were:

"Manufacturers should improve their inspection departments so that the appliances would work when we get them."

"Get information about new products to dealers quickly."

"Offer more labor compensation to dealers for in-warranty service."

"A percentage kick-back on dealers' total yearly purchases and volume of in-warranty service is needed."

**Extended warranties**—Fifty-five dealers reported that they offer a service guarantee beyond that offered by the

manufacturer. Most of the dealers added free labor to match the parts guarantee. Some extended both the labor and parts warranty for as much as a full year on reliable products but in most cases, the extension was an additional sales tool or a recognition on the dealer's part that trying to collect for service on new merchandise costs more in customer good will than the charge involved. One irate dealer repeatedly said that the manufacturers should "educate customers to expect service needs and be prepared to pay for them like the automobile industry."

**Labor charged on hourly basis**—Seventy-five per cent of the dealers use an hourly rate system for charging for labor on service calls. Only 20% use a flat rate and 5% use both systems. Of those who charge by the hour, 68% charge for the time spent in the home plus the time traveling to and from the job. The remaining 32% charge only for the time the serviceman is in the customer's home.

**Training**—There were only 10 dealers who had not sent a serviceman to a factory school for training. Twelve dealers had sent as many as 12 of the employees to school, and 86% said that at least one and often as many as four of the servicemen had received factory training. When asked how manufacturers could improve their relations with servicing dealers,

### Dealers report hourly charges, salaries paid to ser

#### HOURLY CHARGE

\$1.00 — \$2.49	7	4%
\$2.50 — \$3.49	33	18
\$3.50 — \$4.49	59	33
\$4.50 — \$5.49	40	22
\$5.50 — \$6.49	18	10
\$6.50 — \$7.49	17	9
\$7.50 — \$8.49	4	2
\$8.50 — \$9.49	2	1
\$9.50 and over	1	1

AVERAGE: \$4.61

#### WEEKLY SALARY

\$50 and under	4	2%
\$51 — \$70	34	16
\$71 — \$80	42	20
\$81 — \$90	47	22
\$91 — \$100	41	19
\$101 — \$115	15	7
\$116 — \$125	23	11
\$126 — \$150	7	3
\$151 and over	1	*

AVERAGE: \$87.45





money, 7 broke even and 9 made money servicing major appliances last year

## 252 Servicing Dealers Operate

the overwhelming majority of the dealers asked for more service training. Here are some of their comments:

"Manufacturers should set up training schools at every change of new models. The schools should be for at least one week. Then they should send special men to private homes to help dealers' servicemen."

"They should hold service schools in the dealers' localities often."

"Offer more training courses. Offer correspondence courses."

"All manufacturers should have a service representative call on dealers at least once a month."

"Send more service bulletins."

"Supply service manuals on or before new models are received."

**Are servicemen salesmen?** More than three-fourths of the dealers said that their servicemen brought in sales for new appliances. Also, nearly all (92%) of the dealers credited their service operation with increasing their floor traffic. Practically the same number felt that their gross margins would suffer if they discontinued service. When asked in what ways servicing helped their sales, the dealers made these comments:

"Good servicing gives customers confidence to buy from us."

"Servicing gives us an opportunity to keep in contact with the customer."

"A servicing dealer can give the intelligent customer a far better

transaction—financially—than a discount purchaser."

"Contacting satisfied users who know our service provides leads for other sales."

"The non-servicing dealer may have the advantage. However, the customer is certainly entitled to a source of service."

"The customer has a reason to come back. We develop a direct and personal contact with customers."

"The public demands service. Therefore many sales are made because we render service."

"We can control customer satisfaction by doing our own service."

"Service gives us better repeat sales, longer customer following. Good service is the best word-of-mouth advertising in the world."

"We get all the people who are afraid of being sold and we sell at least 50% of them anyway."

"We get the first foot in the door. Good servicemen create confidence by expressing their opinions about new products."

"In a rural area, a non-servicing dealer is dead before he starts."

**Non-servicing dealers** also answered the survey. Not all dealers feel that their own service is necessary to successful appliance selling. Of those surveyed, 101 said they were non-servicing dealers. Of these, 60% had never handled service and the remainder had eliminated it. Of those

who were not doing their own service, 25% had manufacturers who took care of their customers service, 47% depended on distributors and the remainder used an independent service company. Some (7%) admitted that service was the customer's problem.

### Why some dealers gave up servicing—

Thirty dealers offered reasons for going out of servicing. The reason mentioned most was that service cost dealers money. However, at least a third felt that they could provide better customer service by using the trained specialists of the manufacturer or the distributor. The lack of good service personnel and training programs also were mentioned as important reasons. One dealer said he had too few service calls to make such an operation pay.

**Advantages of non-service—**Thirty-four dealers said they felt that there were advantages in not having a service department. Here are some of their reasons:

"Eliminating service eliminated the headaches caused by poor co-operation of distributors and manufacturers."

"A good independent upholds my service reputation."

"We get enough complaints about the product itself. Why beg for more by servicing?"

"Servicing agencies give better and faster service with properly trained men."

"Costs of operation are lower without parts inventories."

"No personnel problems, union, etc."

"No service criticism of the store, and customers feel manufacturers' servicemen are best."

"In a catalog operation, non-service is a must."

"Manufacturers take care of their own mistakes."

**Other facts revealed by the survey include:**

The majority (66%) of the servicing dealers said they had no trouble getting parts and even more (75%) felt they rarely had trouble getting needed information about parts.

Most (33%) of the dealers had two servicemen. About 20% had one, 22% had three and 12 dealers said they had 10 or more men in their service departments.

All but 2% of the servicing dealers operate their own trucks. Two percent said they had 10 or more trucks but the majority were split about equally into the one, two or three-truck category.

Seventy-two percent of the dealers spent over \$2,500 for parts. Most (27%) spent between \$5,000 and \$10,000, and seven dealers said they spent more than \$30,000 for parts. The most frequently stocked parts were electric motors, cord sets, controls, thermostats, fan belts and timers.

### servicemen, installation charges and minimum charges for service calls for major appliances

INSTALLATION CHARGE	Room Air Conditioners	Ranges, Gas	Ranges, Electric	Water Heaters, Gas	Water Heaters, Electric	Washers	Clothes Dryers, Gas	Clothes Dryers, Electric	Dish- washers	Disposers
No Charge	18 15%	23 29%	27 31%	7 14%	13 17%	31 31%	14 20%	19 19%	13 17%	11 16%
Less than \$5.00	1 1	4 5	3 3	1 2	...	1 1	2 3	3 3	2 3	2 3
\$5.00 — \$9.99	10 8	23 29	16 18	4 8	4 5	25 25	8 11	13 14	6 8	9 13
\$10.00 — \$14.99	32 26	18 23	7 8	9 18	9 11	17 17	17 25	16 16	13 17	17 25
\$15.00 — \$19.99	31 25	9 11	7 8	14 28	20 26	12 12	16 23	19 19	11 14	13 19
\$20.00 — \$24.99	13 10	1 1	7 8	9 18	8 10	4 4	6 8	12 12	10 13	10 14
\$25.00 — \$29.99	13 10	1 1	13 15	4 8	12 15	4 4	6 8	12 12	10 13	3 4
\$30.00 — \$34.99	3 2	...	3 3	2 4	7 9	4 4	1 1	1 1	3 4	1 1
\$35.00 — \$39.99	2 2	1 1	3 3	...	3 4	2 2	1 1	2 2	5 7	2 3
\$40.00 — \$44.99	1 1	...	2 2	...	...	...	...	2 2	1 1	1 1
\$45.00 and over	...	...	1 1	...	2 3	...	...	...	2 3	1 1
AVERAGE:	\$15.20	\$8.16	\$12.91	\$15.35	\$18.49	\$10.18	\$13.06	\$14.44	\$17.53	\$15.29

### MINIMUM SERVICE CHARGE

\$2.00 — \$2.50	17	8%
\$3.00 — \$3.50	55	25
\$3.75 — \$4.50	54	25
\$4.75 — \$5.50	55	25
\$5.75 — \$6.50	25	12
\$6.75 — \$7.50	11	5
AVERAGE:		\$4.39



**EXTRA #1: The Continental** . . . America's most exciting range! All the glamour of built-in styling in a free-standing range that requires no installation . . . gives a smart, modern look to any kitchen . . . and costs no more than a conventional range.

- Magic Mirror Oven Door both reveals and conceals. Light on . . . you see in. Light off . . . neat as a pin
- Pantry shelf provides handy place for spices, utensils, appliances, cooked dishes

- Roast Guard keeps meats hot and savory indefinitely
- Surface Units can be "fine-tuned" to any of 1001 cooking heats
- Roll-Out Cooking Platform saves space . . . rolls out and locks at a finger touch
- Plug-Out Surface Units, oven heaters, drip pans, all come out for easy cleaning
- Safety-Matic Unit makes all utensils (even glass) automatic. Food won't burn if pan boils dry
- All controls side-mounted for convenience and safety.



**EXTRA #2: The Custom Imperial.** King-size Miracle Sealed Oven • "Fine-tuning" controls provide 1001 cooking heats • Safety-Matic Surface Unit • Non-Fog Look-In Window • Westinghouse Roast Guard • Door, Plug-Out Oven Heaters, Plug-Out Surface Units all removable for easy cleaning • Rotisserie.



**EXTRA #3: The Imperial.** The most versatile oven ever! Builds into a wall or oven cabinet, goes on or under any counter. Complete selection of Westinghouse range platforms available • Roast Guard • Built-in Rotisserie • Removable door and heaters for cleaning.



**EXTRA #4: The Terrace Top.** A single-unit range of style and superb convenience at a budget installation price • 1001 cooking heats with "fine-tuning" controls • Side-mounted Controls • Two Step Timer • Timed Appliance Outlet • Infra-Red Broiling • Reversible Oven Racks.

## For 1962...Westinghouse extras make the difference

**EXTRAS IN PRODUCTS! EXTRAS IN FRANCHISE!** More customer benefits in each Westinghouse major appliance than in any competitive product at its price. Plus such franchise extras as a national Dealer Council, active appliance dealers who consult and advise in matters affecting dealers...price and service protection guaranteed in writing...a continuous program of dealer support for Westinghouse Dealers. For the full story of Westinghouse extras, see your Westinghouse Distributor. *You can be sure . . . if it's*

# Westinghouse





# Form Your Own Co-op: Here's How

Mass merchandisers are now reaching into all corners of this country and the medium-sized major appliance-consumer electronics dealer in heretofore uncompetitive areas must get competitive if he is to survive.

What can the merchant, who is still paying more than carload price for appliances but who is no longer getting top dollar in his marketplace, do?

The most logical thing would be to form a buying co-operative with other retailers in the business. A co-op would give him maximum purchasing power and enable him to meet the mass merchandisers' prices. A co-op would give him what he needs: A new kind of merchandising scheme, volume on a lower but still profitable mark up.

Of course, certain patterns of buying that he's lived with for many years will have to be broken. For he, as a group member, will no longer be able to afford the luxury of buying from a sales rep, or a "primary dealer," who buys at carload and makes his profit by selling smaller quantities at more than carload.

This is unfortunate for the sales rep or primary dealer but the newly formed co-op will have to use direct sources for supply. It will have to deal with a sometimes distant distributor or factory branch, with which its members had been dealing only indirectly for many years.

Indications are that these suppliers will probably put up a squawk at the idea of a change, but that they'll have to go along with a co-operative of dealers who are able to muster tremendous buying power.

EM WEEK has spoken to experts in the art of successfully uniting half a dozen or more highly opinionated merchants. As a result, here are some basic guides necessary for the formation of a co-operative:

**How do you start a co-op?** The ideal nucleus for a dealer cooperative is six members, each one putting in a certain amount of capital. The merchants should be in neighboring towns, or in the case of a large city, in different neighborhoods.

For the happiest marriage it is best to have six stores of nearly equal volume. The stores should each do a minimum gross of approximately \$150,000 annually. Dealers with smaller grosses are not advised to contemplate forming a group.

**Where is the merchandise stored?** The group would rent space in a centrally located warehouse and pay either for a floor or floors, or as some do, pay by the units as they are shipped in and out. It is suggested that a warehouse with trucking facilities be used.

In some cases one member may have a large warehouse that he can contribute. If so, he should be bonded. The merchants can either keep their stocks purchased prior to forming the group, or can pool the merchandise, and as it is sold, receive the money for it.

**How much financing is necessary?** Financing should be commensurate with volume. If the plan is to handle cooperatively all appliances and consumer electronics then financing

should be 10% of the group's yearly volume. It must have a turnover of 12-15 times a year.

Incorporating the group depends on the area in which it is created. In some states it doesn't pay to incorporate unless volume runs into seven figures. However, in other places incorporation is protection in as far as limited liabilities are concerned.

**Must people be hired for the paper-work?** No. The group members can split up the various duties. It is best to have two or three men concern themselves with the buying. There should be a chief buyer, but he should consult with the other men involved before signing a purchase order.

Of those not involved with buying, one can do the bookkeeping, one can handle inventory and one can be responsible for the group's advertising and promotion.

Individual members can buy housewares and lines not handled by the group. However, ultimately the group should buy and carry the same type of merchandise.

**Is group identity important?** Yes. Merchants should pick a name for their group and stick to it. They should create the image of one unit in their advertising and promotion.

Individual store names should be secondary to the name of the group. The personal store image, as many dealers suspect, will not be downgraded; after all, the salesman's personality still dominates when a sale is being made.

**What does a group do for you?** If five other merchants and you form a co-op you'll be working harder than before; you'll have a specific duty to perform for all of the members. What does it get you? Most importantly it allows you to buy and sell at the best price possible.

It also benefits you in the eyes of suppliers: You've become a power to be reckoned with. Merchants who have formed or joined buying co-operatives report that they were considered small-timers by the suppliers when they were independents.

Now, as co-op members, a distributor or branch would think twice about taking any action against them, even if they're in the wrong.

You'll also enjoy the privilege of being able to buy special production models from the manufacturers and make a nice profit on this exclusive merchandise.

A man in a group is also fairly certain that his fellow members won't cutthroat him in attempting to make a sale.

**EM WEEK offers you the opportunity** of asking more questions regarding the formation of a retail buying co-operative.

If you have specific questions that you would like answered please write to Electrical Merchandising Week, 330 West 42nd Street, New York 36, N.Y.

Letters will be forwarded to the head of a flourishing retail group, co-operating with this magazine, who will be able to deal with the intricacies you put forth.

EM WEEK  
REPORTS ON

## APPLIANCE-TV

**FIRST U. S. SHOWING OF TOSHIBA'S COLOR TV** will be at Overseas Press Club in New York City on Jan. 4. The 14-inch set uses a three-gun shadow mask tube developed by Toshiba, retails for about \$555 in Tokyo. S. Machida, deputy manager of the company's foreign trade division and manager of consumer goods department, will travel here for unveiling. ■

**CONFLICT OF INTEREST** forced Ernest R. Breech to resign from board of directors of Whirlpool. He is a director of Ford which just acquired the Philco Corp. ■

**GAS REFRIGERATOR BREAKTHROUGH?** Whirlpool showed 32 gas utility representatives working prototype models which promised to result in cheaper, lighter and more efficient gas refrigeration. How long before new ideas go into regular line? Whirlpool executives say they do not now know. ■

**THE 1962 AGA CONVENTION** will be held in Atlantic City Oct. 7-10. Other forthcoming American Gas Assn. meetings: Feb. 14-16, Home Service Workshop, Milwaukee; Mar. 26-28, General Management Section Conference, Denver. ■

**WATCH FOR A REBIRTH OF "MULTIPLEX"** after the first of the year as the official industry term for "FM stereo." Electronic Industries Assn., which decided to merchandise the new service as FM stereo last summer, has referred problem to its radio section for review at its January meeting, will be guided by group's recommendation. The outlook: Multiplex will probably come back into play. The reason: Enough members of EIA's consumer products committee, after hearing persuasive report by highly successful KPEN owners (EM WEEK, Sept. 25, p73) who claimed that "multiplex" was more effective than "FM stereo" in attracting customers, may be willing to shift ground. Originally, industry considered "multiplex" too technical a term for the public. ■

**MAYTAG "RED CARPET" REPAIR** service will be available in New York City and Long Island on Jan. 1. Servicemen from Maytag Central Service will be dressed in snappy uniforms, and will answer every service call within 24 hours. Each repair man will leave a report card with the consumer so that she can tell Central Service whether he did a satisfactory job. Started over a year ago in Omaha, the plan now includes 261 firms. ■

**KELVINATOR'S FOREIGN REFRIGERATOR SALES** are now the second largest of U.S. manufacturers, according to Roy D. Chapin, American Motors vice president. "We have at least 10% of the refrigerator market in the United Kingdom," Chapin said, "and are one of the largest appliance manufacturers in the UK." ■

## NHMA'S Survey Indicates Two Trends

The annual nationwide business survey conducted among housewares manufacturers and buyers by the National Housewares Manufacturers Assn. produced evidence of two trends. Manufacturers—88% of those taking part—expected their total 1961 dollar volume to be the same or greater than last year. Housewares buyers—84% of them—said they expected their over-all percentage of profit on housewares to be the same or less this year than in 1960. Here's the picture:

**Of the 70% of the manufacturers who expect more 1961 dollar volume by the time final figures are in,** 33% predicted increases from 1% to 9%, 31% from 10% to 19%, 21% from 20% to 29% and 15% of the manufacturers expect an increase of 30% or more.

**Of those manufacturers who expect less dollar volume in 1961,** 45% predicted from 1% to 9% less, 32% from 10% to 19%, 17% from 20% to 29% and 6% expect a decrease of 30% or more.

**Sales through different type of retail outlets** were reported by manufacturers answering the survey. Seventy-eight percent of the housewares producers said their products were sold through department stores; 13% of them said department stores accounted for more than 50% of their output.

And 78% indicated they sold their products to housewares-hardware stores. Thirteen percent said 50% and more of their products are sold through this type outlet.

Sixty-three percent of the manufacturers said at least some of their products are sold through discount stores, and for 5%, sales to discount stores accounted for 50% or more of their total volume.

Selling to mail order houses were 57% of the manufacturers. Of them, only 5% reported mail

order business accounted for 50% or more of their sales.

Fifty-seven percent said they sold housewares to variety stores and 9% reported 50% or more of their total production is sold through this type outlet.

Food stores provide retail outlets for 45% of the housewares makers. Sixteen percent claimed sales of 50% and more through food stores. But only 2% of the 42% of manufacturers who sell to drug stores reported 50% and over goes through this channel.

Thirty-four percent of the manufacturers sell to stamp plans and premiums; 16% to house-to-house; and 28% through other channels.

Only one manufacturer of the 284 who participated in the survey limits distribution to one selling category. The majority listed from five to 10 channels of distribution.

**The over-all profit percentage on housewares** remained the same or decreased for 84% of the buying firms in 1961, the survey showed.

For 49% of the 701 buyers responding to the survey, profits declined; 35% reported profits the same as last year; 16% said profits were up.

**Of those buyers claiming lower profits,** 59% blamed increased competition, including discount and catalog operations; 16% blamed higher operating costs, including rent, wages and freight; 10% said manufacturers' policies, including direct selling were at fault; 3% said too many outlets are selling housewares and 2% reported they had cut into profit percentage to increase promotion activities.

**Of those claiming higher profits,** 42% said they are taking full markup this year; 26% reported tightening inventory and buying controls to maintain markup; 21% said they increased sales promotion and other merchandising activities; 6% said improved manufacturers' policies helped them maintain profit percentage and 5% credited improved general business conditions.

**Total housewares dollar volume** will be ahead of 1960 according to 57% of the buyers who responded to the survey. For 22% of them 1961's over-all volume will be down. Twenty-one percent of the buyers said sales would be the same as 1960.

**Buyers and manufacturers failed to agree** on the number-two color preference for consumers in 1962. Buyers named wood tones as their number two choice, while manufacturers picked turquoise. Both groups agreed on yellow as the number three color in consumer preferences. Manufacturers named wood tones as their number four color choice, while buyers put turquoise in this position. For the first time in the history of the NHMA business surveys, buyers named lilac to the first 10 in probable consumer preferences. None of the manufacturers participating in the survey included lilac in their first ten choices. (See box for a list of 10 housewares colors buyers think consumers will prefer in 1962.)

These are the top 10 colors buyers think consumers will look for in 1962.

- |               |          |
|---------------|----------|
| 1. White      | 6. Beige |
| 2. Wood Tones | 7. Lilac |
| 3. Yellow     | 8. Blue  |
| 4. Turquoise  | 9. Black |
| 5. Pink       | 10. Red  |

**EM WEEK  
REPORTS ON**

## HOUSEWARES

**UNUSUAL SEWING MACHINE AD** helped move over \$5,000 worth of machines at regular prices for H. Leh & Co., Allentown, Pa. Leh's ad offered a \$194 White sewing machine (model 2137) for \$1,995. The gimmick? The high price included a 1962 Rambler American two-door sedan. According to Leh's Al Gehman, no one has actually paid \$1,995 for the machine advertised, but the main floor display area was "mobbed." Phone calls and customer comments came from other cities and towns 50 miles away. (Footnote: The Rambler dealer who furnished the car for display at the store has already sold three cars as a result of the ad.) ■

**THE LENNON SISTERS TOURED THE EAST FOR UNIVERSAL** last week promoting Landers, Frary and Clark's line of Universal coffeemakers, hair dryers and irons. Stops included the Jordan Marsh department store in Boston, Woodward & Lothrop in Washington, D. C., and John Wanamaker's in Philadelphia. Besides the personal tour, the girls appear weekly in filmed TV commercials for Universal hair dryers. ■

**"FAR EAST MARKET IS RIPE FOR AMERICAN GOODS,"** according to Ben Snyder, Snyder Mfg., Phila-

delphia, Pa. "The labor gulf is rapidly narrowing," Snyder said on his return from a six-week trip to the Far East. "Japanese manufacturers are being encouraged by their government to keep labor costs down, and to learn the tricks of American mass production," Snyder explained. He said many Japanese companies have modernized and installed American-made automatic equipment, but labor costs are going up. ■

**A NEW HOTRAY DISPLAY STAND** is being offered to dealers by the Salton Mfg. Co., Inc., New York City. Designed on a ladder principle, the walnut and aluminum display uses only 20 by 24 inches of floor space. The unit holds nine basic Hotray units and two Hotraydomes. ■

**REVISION AND EXPANSION OF WHITE'S MARKETING** of Domestic machines is in the offing, according to R. E. Lavery, vice-president and general manager of home equipment division of White Sewing Machine Corp. The Domestic line will now be sold by independent distributors instead of White's existing sales staff. Reasons for the change, according to the company official, including expanding sales of both the White and Domestic line. Lavery pointed out that most sales of Domestic machines are in nonurban areas. The new distributor arrangement will be more efficient for continued dealer contact. ■



# Built-ins: Electrics Get A New Face

A new look made its appearance in the electric housewares field earlier this month.

Three manufacturers attracted considerable buyer interest at the National Assn. of Home Builders Show in Chicago with the introduction of built-in electrics, specifically a toaster and two coffeemakers.

**Fad or future?** Built-ins certainly are not new in the major appliance field, where they are enjoying a growing market. For example, builders' industry figures show that built-in ranges and ovens are installed in 31% of new homes under \$12,000, 61% of new homes from \$12,000 to \$19,000, and as high as 80% of new homes over \$20,000.

The home bureau manager of General Electric Co. estimated that several hundred million dollars worth of appliances are sold annually by builders.

The built-in concept in electric housewares, however, is, for all practical purposes, new.

One or two products, principally a can opener, have enjoyed limited success in the housewares field.

**Who makes built-in housewares?** Three manufacturers have taken the lead and are going after a virtually untapped market for built-in housewares.

Cory Corp., Chicago, the most popular in the electric housewares field of the three manufacturers, is making its debut in built-ins with an automatic coffeemaker and hot beverage dispenser. (See below on this page and EM WEEK, Dec. 4, p8.)

The second built-in coffeemaker is being produced by the Hava-java Manufacturing Corp., a

division of Tool Research, Inc., Glendale, Calif. (EM WEEK, Dec. 11, p8). The appliance, which the company claims can make coffee in 12 seconds, is designed to be installed between studding in new homes or in wall or base cabinets. Its suggested retail price is \$249.50.

The third item, a toaster, is somewhat more portable than the other two. The stainless steel, four-slice appliance produced by the Swanson Manufacturing Co., Owosso, Mich., may be lifted out of its wall niche, which can serve merely as storage space, and be used on a table. This unit is being tagged to sell for around \$49.95.

**How big is the market?** None of the three manufacturers cared to look too far into the future to estimate the size of the built-in market for electrics.

However, F. Robert Swanson, president of Swanson Manufacturing Co., offered this figure: "We'll probably sell around 20,000 toasters the first year."

Swanson, which has some experience in the built-in field—it makes built-in clocks, dispensers for paper towels and desks—recognizes that the built-in industry can never hope to match the volume of the portable appliance field.

"It's really a prestige item and limited in its appeal," Swanson explained. "We're aiming for the new homes over \$17,000."

Although the toaster will be sold primarily through home builders and their jobbers, Swanson is planning to get consumer coverage by getting his product into some of the large department stores, which also have built-in departments.

"Fantastic," was the word used by Harry Roehm, consumer products sales manager for Cory Corp., to describe builder reaction to his company's new coffeemaker.

"The number of high-cost luxury kitchens is outstanding. We couldn't believe it. There's a big market for new homes and remodeled kitchens. You know, a \$2,000 kitchen is not unusual."

Cory is going after three markets: The building supply wholesaler, the builder and the kitchen modernizer.

"It's an obvious growth market," Roehm said. "We're taking our lead from the major appliance manufacturers who have done very well with built-ins."

**What's ahead?** The three manufacturers, although optimistic about the future of built-in electrics, are proceeding with caution.

Cory, for example, agrees with Swanson that built-in appliances can never compete in volume with portable electrics. Two problems may serve to slow their growth: The price of built-ins is still out of the reach of most consumers and the appliances, because they still require professional installation, have a limited appeal to most do-it-yourselfers.

However, Roehm noted that on a long term basis, built-ins could be "a big part of our business."

None of the manufacturers has any new built-ins on the drawing boards, though Roehm noted: "I'm sure there will be more coming." Manufacturers are waiting to see if builders' enthusiasm can be translated into dollars and cents.

## HOUSEWARES SHOWCASE

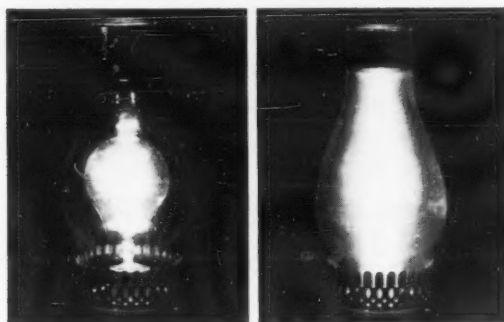
Other New Products On Pages 23, 24 and 25



### Built-In Coffeemaker Introduced

The C-51 built-in coffeemaker and hot beverage server, Cory's first built in home appliance, brews from two to 12 cups in less than four minutes. The 1½-gallon tank is connected to a cold water line and the automatic control assembly is plugged into an electrical outlet. Included are a brewing cartridge, filter frame, filters, 12-cup serving decanter. Retail price is approximately \$249.50.

Cory Corp., 3200 W. Peterson, Chicago 45, Ill.



### 'Flame' But No Smoke In New Lamp

An incandescent light source with a flame-like appearance is a feature of Corning's lamp chimney. The 8½-inch tall chimney diffuses light to simulate 19th Century gas light.

Corning Glass Works, Corning, N. Y.



### New Vibrator Offered For Home Use

Operating on 60 cycles, 110 volts, a.c., this vibrator needs no adjustments or oiling. Various attachments are included. Retail price: \$8.75.

Wahl Clipper Corp., Sterling, Ill.



### Air Filter Is Two Inches Thick

The model TPF, two inches thick in the direction of air flow, in many instances replaces existing ordinary disposable filters. Offered in a wide range of filter panel sizes, the panel collects particles of dirt, dust, smoke and pollen as small as 1/2,500,000 of an inch. The all-aluminum unit is tested and approved by Underwriter's Laboratory.

Trion, Inc., 1000 Island Ave., McKees Rocks, Pennsylvania.

## YOUR personal BUSINESS

"The mail must go through," but will yours? It may not if you've done a poor job of wrapping and packing your parcels. Each year thousands of Christmas gifts are lost in the mail or arrive in damaged condition because of poor packaging. To minimize such risks for your own parcels, consult the free booklet now available at your local post office, entitled: "How to Pack and Wrap Parcels for Mailing," Post Office Department Publication #2.

• As for Christmas mailing itself, get the last of it out today. The Post Office Department recommends that mailing of packages and cards be completed by December 18 to insure delivery before Christmas. As for parcels being mailed to distant states, you're mailing them later than you should if you mail them after today. Since Christmas Eve is on Sunday this year, last regular deliveries before the holiday will be on Dec. 23—a day earlier than usual.

▲ ▲ ▲

What does a skipper do when he comes into port from the briny deep? One of the first things he does is hose down his vessel with fresh water to protect its finish from the effects of salt water. You should do the same thing to your car this winter when you get it back in the driveway after cruising on streets or roads where salt has been used to melt the ice. Each time you return to home port, be sure the lower sides of the car are clean and heavily waxed. If the weather is too cold to use a hose, a sponging with warm water will do the trick. The time it will take to hose down your car this winter is a lot less than it would take to remove corrosion in the spring.

▲ ▲ ▲

Canned screwdrivers? They're now on the market but hardly suitable for your toolkit, since they're the vodka-and-orange-juice type designed solely for securing refreshment of dismantling sobriety. Designed to reduce bartending to one step (providing your can opener works), the new canned cocktail line includes Bloody Marys and Salty Dogs as well as Screwdrivers. The ready-to-serve vodka mixes, called Newport "Quickies," are being sold in six-ounce cans in Florida, Nevada, Massachusetts, Maryland, and Delaware. Expanded distribution is expected shortly in a larger, eight-ounce can.

▲ ▲ ▲

Will there be an immobilized army sitting on your living room floor this Christmas? Or perhaps a "walking" doll unable to walk? There may be if you don't take certain precautions as you purchase Christmas toys. The Federal Trade Commission has warned that some advertising in the sale of toys is as misleading and deceptive as it is clever and glamorous. Don't buy a toy blindly just because you've seen a picture or demonstration of it. As you assume the role of Santa Claus, keep these precautions in mind:

• If the toy consists of many pieces, make sure that what you are buying is not just a disappointing portion of what has been displayed in advertising or demonstrated on television.

• If the toy is a mechanical one, ask to have it demonstrated, or at least assure yourself that it will perform as advertised. Ingenious as the toy may be, it might be less so than the ad claims.

• In the purchase of a kit of tools or materials, don't be misled by "models" displayed since many of these displays require the contents of more than one kit to assemble a single model.

• Don't hesitate to ask the seller for an explanation of any dubious claims about a toy. No matter how rushed or annoyed he may be, you're entitled to know exactly what you're buying.

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How much does it cost to feed teenagers? The estimates by ages for a moderate-cost menu: 13-15 years, \$8.70 a week for a girl, \$9.60 for a boy; 16-19 years, \$8.70 a week for a girl, \$11.20 for a boy.



"You want it wrapped with a red ribbon sprinkled with holly and brought in the back door at exactly 10:30 Christmas morning. Now, as the delivery men bring it in, would you like them to sing 'I'm Dreaming of a White Christmas,' 'Adeste Fidelis' or 'Good King Wenceslaus' . . ."

## A DEALER SALESMAN SAYS



## When You Hold A Sale . . .

. . . certain things are bound to happen, because one of the most colorful institutions of appliance retailing is the sale day. It combines the turmoil of the Stock Exchange on Black Friday with the panoply and fanfare of the Midway. For the benefit of those who have yet to experience their first sale or are still recuperating from the last one, I herewith list events which are sure to occur on any sale day:

1. **The citizen** who unflinchingly faces the rigors of a night in the lobby to be the first in line when the store opens has not held down a steady job for the past 12 years.

2. **A dame** who bought last week will shop incognito; then raise a fuss because she paid \$20.00 more. She will be happily pacified with a knick-knack worth 69 cents.

3. **The boss** will be as jumpy as a bachelor nearing the altar.

4. **Some guy** will insist he saw a certain item cheaper before the sale.

5. **Three kids** will play hide and seek among the ranges. One will crash headlong into an oven door just as his folks are about to give a final "Yes" to the salesman.

6. **The best deal** will have the worst credit.

7. **The worst deal** will have the best credit.

8. **The tweedy customer** with pipe, pad and pencil will be shunned like the Black Death.

9. **The phone** will ring incessantly and be dropped like a hot potato when the caller begins, "I would like some prices on TV . . ."

10. **A salesman** will develop a deaf ear when someone asks him for batteries.

11. **The best business** will be written when you are out to lunch.

12. **You do not go out** for supper and nobody walks in for an hour.

13. **The delivery men** will become belligerent when they see the extra stops.

14. **It gets so busy** you let your intuition decide who you wait on first.

15. **The meek little man** who stood around for 15 minutes without being waited on walks up to the nearest salesman and gives him a terrific order, the best one of the day.

16. **Your spouse** will phone and insist you speak to the kids just as you are about to close a most lucrative deal.

17. **Two salesmen** will fight over an "up."

18. **The boss and all the help** will mop their brows and avow their joy that the day is finally over. (All the way home they will regret it can not last another week because everyone has made so much cabbage.)

**ABOUT THE AUTHOR**—For reasons which will become obvious as you read this column, the author does not wish to be identified. He is, however, exactly what he claims to be—a hard-working retail salesman who has problems (and solutions) which he shares here with you.

ELECTRICAL MERCHANDISING WEEK



# **EM WEEK'S 1962 POWER MOWER SPECS**

As predictions come in, forecasting record sales for power mowers in the next year, it becomes more important than ever that dealers have information for intelligent buying and selling at their fingertips. And that's what you'll get in EM WEEK's complete rundown on specifications for the new lines. This information, carefully gathered from manufacturers, has been assembled for your easy reference. No other source gives you such a complete listing, so easy a method of making comparisons between different makes. Dealer comments on last year's Power Mower Specifications proved how valuable it was in closing sales. You'll want to keep it handy all during the selling season in your area.

# EM WEEK Specifications for 1962 Power Mowers

MODEL #	TYPE	ENGINE MAKE & HORSEPOWER	BATTERY CYCLES	CUTTING HEIGHTS	CUTTING WIDTHS	DECK	DRIVE OR TRANSMISSION	TRANSMISSION SPEEDS	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	SUGGESTED RETAIL PRICE
<b>CHRIS-CUT — Air-Motors Machine Co., Inc., Lehigh, Iowa</b>													
B-20	Rotary	3 h.p. B&S	4	1 1/2"-3"	20"	21"	Push		1		Red & Grey	79 Lbs.	\$139.50
C-21SP	Rotary	3 h.p. B&S			20"	21"	Belt	Variable				93 Lbs.	192.00
C-21SPC	Rotary	3 1/2 h.p. Clinton			20"	21"	Belt					97 Lbs.	198.00
D-25-4 1/2	Rotary Rider	4 1/2 h.p. Clinton			25"	26"	Chain					206 Lbs.	349.50
D-25-6	Rotary Rider	6 h.p. B&S			25"	26"	Chain			Electric Starter		206 Lbs.	374.95
<b>PENNSYLVANIA MOWERS — American Chain &amp; Cable Co., Inc., Stevens Lane, Exeter, Penna.</b>													
4018B	Reel	2 h.p. B&S	4		18"	Steel	Chain		5		Bronze/White	105 Lbs.	119.95
40183B		2 h.p. B&S			18"					Ratchet Start		105 Lbs.	125.95
4021B		2 h.p. B&S			21"							120 Lbs.	139.95
40213B		2 h.p. B&S			21"					Ratchet Start		120 Lbs.	145.95
4024B		2.5 h.p. B&S			24"							131 Lbs.	149.95
40243B		2.5 h.p. B&S			24"					Ratchet Start		131 Lbs.	156.95
4224	Reel Rider	3 h.p. B&S			24"							220 Lbs.	224.95
8203B	Rotary	2.25 h.p. Lauson			20"	Alum.			1	Impulse Start		68 Lbs.	93.95
8223B		2.5 h.p. Lauson			22"	Alum.						74 Lbs.	104.95
82235B		3 h.p. Lauson			22"	Alum.	Belt					96 Lbs.	145.95
7183		2.25 h.p. Lauson			18"	Steel						55 Lbs.	64.95
720A		2.25 h.p. Lauson			20"							59 Lbs.	72.95
7203		2.25 h.p. Lauson			20"							62 Lbs.	76.95
722A		2.5 h.p. Lauson			22"							65 Lbs.	79.95
7223		2.5 h.p. Lauson			22"							66 Lbs.	84.95
7225B		3 h.p. Lauson			22"		Friction					78 Lbs.	97.95
71243B	Rotary Rider	3.5 h.p. Lauson			24"		Automotive	Fwd., Neut., Rev.				220 Lbs.	269.95
<b>ARIENS EMPEROR — Ariens Company, 109 Calumet Street, Brillion, Wisconsin</b>													
3M-L55	Available for both Models:	5 1/2 h.p. Lauson	4		1 1/2 to 3 1/2"	26"	Steel	Friction Disc Chain, & Gear	4 Fwd-2 to 5 mph 1 Rev.-2 mph	26"-1 32"-2	18 Attachments	225 Lbs.	3M-L55 \$320
3M-L55E	26" Rotary				1 1/2 to 3 1/2"	32"						235 Lbs.	3M-L55E 395
	32" Rotary				3/4 to 2 1/2"	30"						63 Lbs.	26" 60
	30" Reel											96 Lbs.	32" 95
												108 Lbs.	30" Reel 145
<b>ATLAS-AIRE — Atlas Tool &amp; Mfg. Co., 5147 Natural Bridge, St. Louis 15, Mo.</b>													
B20A	Rotary	2 1/2 h.p. B&S	4		1 1/4"-3"	19"	Steel	Belt		1	Red	54 Lbs.	\$74.95
A20A		2 1/2 h.p. B&S				19"		Automotive				45 Lbs.	59.95
A22A		3 h.p. B&S				21"		Other				55 Lbs.	64.95
B22		3 h.p. B&S				21"		Direct				63 Lbs.	79.95
SP22A *		3 h.p. B&S				21"		Belt				70 Lbs.	89.95
RL18	Reel	2 h.p. B&S			5/8"-2 1/2"	18"		Chain - Belt	1	5		94 Lbs.	99.95
RL21	Reel	2 h.p. B&S			5/8"-2 1/2"	21"		Chain - Belt	1	5		104 Lbs.	106.95
ARR24A	Rotary Rider	4 1/2 h.p. Clinton			1 1/2"-3 5/8"	24"		Chain - Belt	4 Fwd. & 1 Rev.	1		280 Lbs.	350.00
<b>*Self-propelled Rotary</b>													
<b>SMARTS ROTO-CHIEF — Canada Foundries &amp; Forgings Ltd, Brockville, Canada</b>													
6249R	Rotary	2 1/2 h.p. B&S	4		4"	19"	Steel			1	Maroon		81.25
6249W						19"							86.75
S6249W						19"							94.75
6242W		3 h.p. B&S				22"							89.95
S6242W						22"							98.95
SP6242W *						22"							119.50
<b>*Self-propelled Rotary</b>													
<b>ROSS — Chain Bike Corporation, 350 Beach 79th Street, Rockaway Beach, N.Y.</b>													
LT-20	Rotary	2.2 h.p. Pow. Prod.	2		1"-3"	20"	Steel	Other		1	Red & Green	49 Lbs.	None
BS-20		2 h.p. B&S	4			20"						58 Lbs.	
BS-22		2.5 h.p. B&S				22"						65 Lbs.	
BS-24		3 h.p. B&S				24"						72 Lbs.	
IBS-20		2 h.p. B&S				20"						61 Lbs.	
IBS-22		2.5 h.p. B&S				22"						68 Lbs.	
IBS-24		3 h.p. B&S				24"						75 Lbs.	
TA-20		2 h.p. B&S				20"						64 Lbs.	
TA-22		2.5 h.p. B&S				22"						71 Lbs.	
TA-24		3 h.p. B&S				24"						78 Lbs.	
<b>CLARK — Clark Manufacturing Co., 2468 Melville Ave. at Bonner St., Decatur, Georgia</b>													
20D30	Rotary	3 h.p. B&S or Clinton	4		1"-3"	20"	Steel	Belt		1	Green	45 Lbs.	79.95
22D30						22"						45 Lbs.	79.95
24D30						24"						45 Lbs.	79.95
20B30						20"						75 Lbs.	129.95
24B575		5.75 h.p. B&S				24"		Belt & Friction				125 Lbs.	239.95
24B575	Self-Pro. Rot.	5.75 h.p. B&S				24"		Belt & Friction				125 Lbs.	299.95



MODEL#	TYPE	ENGINE MAKE & HORSEPOWER	CYCLES	BATTERY POWERED	CUTTING HEIGHTS	CUTTING WIDTHS	DECK	DRIVE OR TRANSMISSION	TRANSMISSION SPEEDS	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	SUGGESTED RETAIL PRICE
<b>COOPER -- Cooper Mfg. Co., Marshalltown, Iowa</b>														
Klipper	Reel	2½ h.p. B&S	4		7/16"-2 5/8"	18" & 20"	Steel	Chain		5 & 6	Weed Topper Grass Catcher Reverse Belt For Sharpen	Red & White	93 Lbs. 102 Lbs.	18" - \$130.00 20" - 144.50 6 Bladed 4.50
Imperial	Reel Rider	3.5 & 5½ h.p. B&S			3/8"-3"	27"		Chain	½ - 6 mph	5	Grass Catcher 2 Wheel Sulky Weed Cutter	Red	300 Lbs.	3½ h.p. 519.75 5½ h.p. 544.75
Imperial W/Triplex	Reel Rider	3½ & 5½ h.p. B&S			3/8"-3"	65"		Chain	½ - 6 mph	5		Red	548 Lbs.	3½ h.p. 666.75 5½ h.p. 691.75
Model "N" Edgen Trim		2½ h.p. B&S						Belt		1	Curb Wheel Curb Finger	Red & White	62 Lbs.	89.50
Cyclo Mo	Rotary	2 & 2½ h.p. B&S			1½"-3"	18" & 20"	Alum				Grass Catcher Leaf Mulcher	Red & Green	46 Lbs. 53 Lbs.	18" 92.50 20" 102.50
Cyclo Mo	*	3 h.p. B&S			1½"-3"	21"	Alum	Belt			Leaf Mulcher	Red & Green	109 Lbs.	154.50
Aladdin	Rotary	2 & 2½ h.p. B&S			½"-3"	19" & 21"	Steel				Grass Catcher	Red & White	19"-65 Lbs. 21" 72 Lbs.	97.50 107.50
Aladdin Del.	Rotary	2 & 2½ h.p. B&S			1-7½"	19"	Steel				Same	Red & Green	57 Lbs.	
<b>*Self-propelled Rotary</b>														
<b>TURFMASTER -- Dille &amp; McGuire Mfg., Richmond, Indiana</b>														
Q20	Rotary	3 h.p. B&S	4		(5 Adj) 1" - 3"	20"	Alum/Steel	Belt		1		Green	69 Lbs.	
RP21S		3 h.p. B&S			(9 Adj) 1" - 3"	21"	Alum	Belt Chain Or Other					95 Lbs.	
RPC18S		2½ h.p. B&S				18"		Same					86 Lbs.	
RD21S		3 h.p. B&S				21"							73 Lbs.	
RD18S		2½ h.p. B&S				18"							63 Lbs.	
LEB 18		1725 rpm			(5 Adj) 1" - 3"	18"							46 Lbs.	
AF21S		3 h.p. B&S	4		(4 Adj) 1½"-3¼"	21"	Steel						58 Lbs.	
TJ426	Rotary Rider	3½ h.p. Clinton			(5 Adj) 1" - 3"	26"		Belt, Chain					214 Lbs.	
TR426A		5¼ h.p. B&S			(7 Adj) 1" - 4"	26"		Auto			Elec. Starter		340 Lbs.	
TR424A		4½ h.p. B&S			Same	24"		Auto					331 Lbs.	
TR321B		3 h.p. B&S			(9 Adj) 1" - 3"	21"		Belt, Chain					173 Lbs.	
WMF21DS	Reel	2 h.p. B&S			13/16"-2 5/8"	21"				5			129 Lbs.	
GPG21		2 h.p. B&S			½"-1 5/8"	21"				5			103 Lbs.	
GPG18		2 h.p. B&S			Same	18"				5			99 Lbs.	
GPG187		2 h.p. B&S			Same	18"				7				
<b>DURITE MOWERS -- Durite Corp., Inc., P.O. Box 352, Iola, Kansas</b>														
SP36	*	5¼ h.p. B&S	4		1" - 4"	36"	Steel	Belt	4 mph max.	1		Red	284 Lbs.	\$338.50
SP24B		4 h.p. B&S			1½"-3"	24"	Alum.						135 Lbs.	181.25
SP24C		4 h.p. Clinton				24"							135 Lbs.	197.95
SP22B		3 h.p. B&S				22"							115 Lbs.	160.25
SP22C		3¼ h.p. Clinton											115 Lbs.	175.75
A22B	Rotary	3 h.p. B&S					Steel				Impulse Starter		75 Lbs.	99.50
A22C	Rotary	3¼ h.p. Clinton					Steel						75 Lbs.	102.50
SPV21B	*	3 h.p. B&S				21"	Alum	Direct Drive					85 Lbs.	126.25
SPV21C	*	3½ h.p. Clinton				21"	Alum						85 Lbs.	131.25
P22B	Rotary	3 h.p. B&S				22"	Steel					Green	54 Lbs.	54.25
P22C	Rotary	3½ h.p. Clinton				22"	Steel					Green	59 Lbs.	65.95
<b>*Self-propelled Rotary</b>														
<b>ROTO CLIPPER -- Falls Products Inc., Genoa, Illinois</b>														
R19-121	Rotary	2½ h.p. B&S	4		13/8"-2 5/8"	19"	Steel					Blue/Cream		49.95
R19-124		2½ h.p. B&S				19"								44.95
R22-130		2½ h.p. B&S				22"								59.95
R25RB		3 h.p. B&S				25"								67.50
R19-122		2½ h.p. B&S				19"								69.95
R22-132		3 h.p. B&S				22"								99.95
RP22-103		3 h.p. B&S				22"	Alum							99.95
R22-113	Rotary Rider	3 h.p. B&S				22"	Steel							119.95
<b>SUBURBAN -- General Appliance Manufacturing Co., 11th &amp; Harney St., Omaha 8, Nebr.</b>														
62-1	Rotary	2½ h.p. Clinton	4		1" - 3"	20"	Steel			1		Gold & White	53 Lbs.	
62-12		2½ h.p. Clinton				20"							54 Lbs.	
62-20		2½ h.p. B&S				20"							54 Lbs.	
62-22		3 h.p. B&S				22"							58 Lbs.	
62-24B		3 h.p. B&S				24"							67 Lbs.	
62-20W		2½ h.p. B&S				20"							57 Lbs.	
62-22W		3 h.p. B&S				22"							61 Lbs.	
62-24W		3 h.p. B&S				24"							70 Lbs.	
62-20H		2½ h.p. B&S				20"							54 Lbs.	
62-22H		3 h.p. B&S				22"							60 Lbs.	
62-24BH		3 h.p. B&S				24"							70 Lbs.	
62-20WH		2½ h.p. B&S				20"							57 Lbs.	
62-22WH		3 h.p. B&S				22"							60 Lbs.	
62-24BWH		3 h.p. B&S				24"							72 Lbs.	
62-SP22		3 h.p. B&S				22"							60 Lbs.	
62-SP22W		3 h.p. B&S				22"							63 Lbs.	

# EM WEEK Specifications for 1962 Power Mowers

MODEL #	TYPE	ENGINE MAKE & HORSEPOWER	CYCLES	BATTERY POWERED	CUTTING HEIGHTS	CUTTING WIDTHS	DECK	DRIVE OR TRANSMISSION	TRANSMISSION SPEEDS	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	SUGGESTED RETAIL PRICE
<b>SPIN-O-MATIC</b> — General Appliance Manufacturing Co., 30th & F Streets, Omaha, Nebr.														
S62-20	Rotary	2½ h.p. B&S	4		1" - 3"	20"	Steel			1		Desert Sand/Coral	60 Lbs.	
S62-22		3 h.p. B&S				22"							65 Lbs.	
S62-24		3 h.p. B&S				24"							75 Lbs.	
S62-20W		2½ h.p. B&S				20"							63 Lbs.	
S62-22W		3 h.p. B&S				22"							67 Lbs.	
S62-24W		3 h.p. B&S				24"							77 Lbs.	
S62-20H		2½ h.p. B&S				20"							65 Lbs.	
S62-22H		3 h.p. B&S				22"							67 Lbs.	
S62-24H		3 h.p. B&S				24"							76 Lbs.	
S62-20WH		2½ h.p. B&S				20"							61 Lbs.	
S62-22WH		3 h.p. B&S				22"							66 Lbs.	
S62-24WH						24"							75 Lbs.	
S62-SP22	Self-propelled Rotary					22"							62 Lbs.	
S62-SP22W	Same					22"							67 Lbs.	
<b>COUNTRY SQUIRE</b> — General Appliance Manufacturing Co., 30th & F Streets, Omaha, Nebr.														
C62-1	Rotary	2½ h.p. Clinton	4		1" - 3"	20"	Steel			1		Red & White	53 Lbs.	
C62-12		2½ h.p. Clinton				20"							54 Lbs.	
C62-20		2½ h.p. B&S				20"							54 Lbs.	
C62-22		3 h.p. B&S				22"							58 Lbs.	
C62-24B		3 h.p. B&S				24"							67 Lbs.	
C62-20W		2½ h.p. B&S				20"							57 Lbs.	
C62-22W		3 h.p. B&S				22"							61 Lbs.	
C62-24W		3 h.p. B&S				24"							70 Lbs.	
C62-20H		2½ h.p. B&S				20"							54 Lbs.	
C62-22H		3 h.p. B&S				22"							60 Lbs.	
C62-24BH		3 h.p. B&S				24"							70 Lbs.	
C62-20WH		2½ h.p. B&S				20"							57 Lbs.	
C62-22WH		3 h.p. B&S				22"							60 Lbs.	
C62-24BWH						24"							72 Lbs.	
C62-SP22	Self-propelled Rotary					22"							60 Lbs.	
C62-SP22W	Self-propelled Rotary					22"							63 Lbs.	
<b>POWERAMA</b> — General Appliance Manufacturing Co., 30th & F Streets, Omaha, Nebr.														
A62-1	Rotary	2½ h.p. Clinton	4		1" - 3"	20"	Steel			1		Green & White	53 Lbs.	
A62-12		2½ h.p. Clinton				20"							54 Lbs.	
A62-20		2½ h.p. B&S				20"							54 Lbs.	
A62-22		3 h.p. B&S				22"							58 Lbs.	
A62-24B		3 h.p. B&S				24"							67 Lbs.	
A62-20W		2½ h.p. B&S				20"							57 Lbs.	
A62-22W		3 h.p. B&S				22"							61 Lbs.	
A62-24W		3 h.p. B&S				24"							79 Lbs.	
A62-20H		2½ h.p. B&S				20"							54 Lbs.	
A62-22H		3 h.p. B&S				22"							60 Lbs.	
A62-24BH		3 h.p. B&S				24"							70 Lbs.	
A62-20WH		2½ h.p. B&S				20"							57 Lbs.	
A62-22WH		3 h.p. B&S				22"							60 Lbs.	
A62-24BWH		3 h.p. B&S				24"							72 Lbs.	
A62-SP22	Self-propelled Rotary	3 h.p. B&S				22"							60 Lbs.	
A62-SP22W	Self-propelled Rotary	3 h.p. B&S				22"							63 Lbs.	
<b>GRANITE STATE</b> — Granite State Mowing Machine Co., Hinsdale, N.H.														
180	Reel	2 h.p. B&S	4		¾" - 2"	18"	Steel	Belt, Chain		5		Blue/Gold	90 Lbs.	\$119.95
210	Reel	2 h.p. B&S			¾" - 2"	21"		Belt, Chain		5			100 Lbs.	129.95
2059	Rotary	2 h.p. B&S			1" - 3"	20"				1			54 Lbs.	69.95
1058	Rotary	2½ h.p. B&S				22"							57 Lbs.	74.95
1060	Self-propelled Rotary	3 h.p. B&S				22"		Belt, Friction					70 Lbs.	99.50
900	Self-propelled Rotary	3 h.p. B&S				22"		Belt, Other					90 Lbs.	129.95
<b>GRAVELY TRACTORS</b> — Gravelly Tractors, Division Studebaker-Packard Corporation, Dunbar, West Virginia														
Clean-Cut 70"	Rotary Rider	12.9 h.p. Onan	4		1" - 4"	70", 53", 35"	Belt		5 mph max.	3		Beige	890 Lbs.	1,400.00
CC 35"	Rotary Rider	9 h.p. B&S			1" - 4"	35"			5 mph max.	2	Recoil &/Or Electric Starter		550 Lbs.	650.00
CC 24"	Rotary Rider	5½ h.p. Lauson			1" - 3"	24"			5.8 mph max.	1	Same		315 Lbs.	400.00
CC 20"	Rotary	3 h.p. Clinton			1" - 3"	20"			Adjustable	1			146 Lbs.	150.00



MODEL #	TYPE	ENGINE MAKE & HORSEPOWER	CYCLES	BATTERY POWERED	CUTTING HEIGHTS	CUTTING WIDTHS	DECK	DRIVE OR TRANSMISSION	TRANSMISSION SPEEDS	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	SUGGESTED RETAIL PRICE
<b>THRIFTEE-MOW, LANCER, WARRIOR, SCOUT, JIM DANDY &amp; GLT PREMI — The Great Lakes Tractor Co., Rock Creek, Ohio</b>														
TM-218	Rotary	2½ h.p. Clinton	2		1" - 3"	18"	Steel			Steel		Red	35 Lbs.	\$35.95
TM-418		2 h.p. B&S	4			18"						Red	38 Lbs.	44.95
S-120		2 h.p. B&S				20"						Green	52 Lbs.	49.95
S-120X		2 h.p. B&S				20"							57 Lbs.	59.95
S-122		3 h.p. B&S				22"							57 Lbs.	54.95
S-122X		3 h.p. B&S				22"							50 Lbs.	64.95
S-180DX		2 h.p. B&S				18"							42 Lbs.	59.95
S-120DX		2 h.p. B&S				20"							57 Lbs.	69.95
S-122DX		3 h.p. B&S				22"							62 Lbs.	79.95
S-122P	Self-propelled Rotary	3 h.p. B&S						Friction					85 Lbs.	79.95
S-122PX	Same	3 h.p. B&S						Friction					93 Lbs.	89.95
S-622PX	Same	3 h.p. B&S						Belt					93 Lbs.	109.95
TMR-24	Rotary Rider	3 h.p. B&S				24"		Chain	5 mph max.			Red	135 Lbs.	99.95
SR-124	Rotary Rider	4 h.p. B&S				24"		Chain	5 mph max.			Green	155 Lbs.	159.95
PR-241	Rotary Rider	4½ h.p. Clinton				24"		Chain	5 mph max.			Green	210 Lbs.	289.95

**HAINKE — Hainke Mower Co., 527 Fonton, Box 109, Hutchinson, Kansas**

AEM25	Rotary	5 h.p. B&S			½" - 3"	25"	Alum	Chain	½" - 5 mph	1	Sulky	Red	148 Lbs.	395.00
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**EXCELLO — Heineke & Co. Inc., 160 Potomac, St. Louis 18, Mo.**

B2C199	Rotary	2.5 h.p. Clinton	2		4-1"-2½"	19"	Steel			1		Blue	46 Lbs.	42.95
B4C199		2.0 h.p. B&S	4		4-1"-2½"	19"							50 Lbs.	54.95
B4C229		2.5 h.p. B&S	4		4-1"-2½"	22"							52 Lbs.	64.95
B229-I		2.5 h.p. B&S	4		5-1"-3"	22"							59 Lbs.	74.95
9100		1/3 h.p. Elec.		Yes	4-1"-2½"	19"							70 Lbs.	129.95
B2161-I		2.5 h.p. B&S	4		4-1"-2½"	22"		Friction	1				65 Lbs.	89.95
B1909-I		2.5 h.p. B&S	4		5-1"-3"	19"	Alum						60 Lbs.	84.95
B2209-I		3.0 h.p. B&S			5-1"-3"	22"							65 Lbs.	94.95
A700-I		3.0 h.p. B&S			3-1½"-3"	21"			1				87 Lbs.	159.95
B911		4.5 h.p. Clinton			3-1½"-3½"	24"			2				195 Lbs.	299.50
B911-I		5.5 h.p. Lauson			3-1½"-3½"	24"			2				200 Lbs.	349.50
A918	Reel	2.0 h.p. B&S			¾"-1¾"	18"	Steel	Chain	1	5			100 Lbs.	104.95
A921-I	Reel	2.5 h.p. B&S			¾"-1¾"	21"	Steel	Chain	1	5			109 Lbs.	124.95
A924-1	Reel	3.0 h.p. B&S			¾"-1¾"	24"	Steel	Chain	1	5			150 Lbs.	149.95

**HOMELITE — Homelite, A Division of Textron Inc., Riverdale Ave., Port Chester, New York**

Yard Trac	Rotary Rider	4.5 h.p. Lauson	4		1 5/8" 3 5/8"	24"	Steel	Power Disc	4 Fwd, Neut. Rev.	1	Impl. Or Electric Starter	Blue & White	250 Lbs.	359.50
Garden Trac	Rotary Rider	6 h.p. B&S	4		1½"-3½"	32"	Steel	Automotive	3 Fwd, Neut. Rev.	2	Electric Starter	Blue & White	340 Lbs.	469.50

**HUFFY — The Huffman Manufacturing Co., Dayton 1, Ohio**

4443	Rotary Rider	3 h.p. Tec.	4			24"	Steel			1		Turq. & White	123 Lbs.	
4444	Rotary Rider	3½ h.p. Tec.				24"							148 Lbs.	
4408	Rotary	3 h.p. B&S				20"							65 Lbs.	
4428	Rotary	3 h.p. B&S				22"							75 Lbs.	
4407	Rotary	2½ h.p. B&S			1"-3"	20"							61 Lbs.	
4427	Rotary	3 h.p. B&S			1"-3"	22"							69 Lbs.	
4406	Rotary	2½ h.p. B&S				20"							58 Lbs.	
4426	Rotary	3 h.p. B&S				22"							66 Lbs.	
4485	Rotary	2¼ h.p. B&S				18"							41 Lbs.	
4280	Rotary	2½ h.p. P.P.				18"							35 Lbs.	
4405	Rotary	2¼ h.p. Tec.				20"							55 Lbs.	
185	Rotary	½ h.p. Electric		Yes		18"							58 Lbs.	
187	Rotary	½ h.p. Electric		Yes		18"							62 Lbs.	
4481	Reel	2 h.p. B&S				18"				5			75 Lbs.	
4412	Reel	2 h.p. B&S				21"				5			93 Lbs.	

**Jacobsen Mfg. Co. 1721 Packard Avenue, Racine, Wis.**

64D	Reel	2 h.p. B&S	4		½"-2½"	18"	Steel	Chain		5	Grass Catcher	Orange	87 Lbs.	114.95
42D		2¼ h.p. Jac.	2			18"							87 Lbs.	129.95
66D		2 h.p. B&S	4			21"							95 Lbs.	139.95
2D		2¼ h.p. Jac.	2			21"							128 Lbs.	179.95
12A		3 h.p. Jac.	2		5/8"-2 5/8"	26"					Sulky		194 Lbs.	379.00
73C21		2 h.p. B&S	4		½"-1¾"	21"	Plas	Belt		5 Or 6	Grass Catcher		110 Lbs.	184.95
28F		2¼ h.p. Jac.	2		5/8"-1¾"	21"	Steel	Chain		5 Or 6	Grass Catcher		150 Lbs.	249.95
8A		3 h.p. Jac.			5/16"-	26"	Steel	Chain		5 Or 6	G.C.-Sulky		218 Lbs.	415.00
8B					1 7/8"	26"	Steel	Chain		5 Or 6	G.C.-Sulky		242 Lbs.	425.00
34D	Rotary				5/8"-2½"	18"	Alum			4	Grass Catcher		62 Lbs.	99.95
39D					1"-3"	21"	Alum			4	Grass Catcher		72 Lbs.	119.95
35F					1"-3"	21"	Alum	Belt		4	Grass Catcher		87 Lbs.	169.95

# EM WEEK Specifications for 1962 Power Mowers

MODEL #	TYPE	ENGINE MAKE & HORSEPOWER	CYCLES	BATTERY POWERED	CUTTING HEIGHTS	CUTTING WIDTHS	DECK	DRIVE OR TRANSMISSION	TRANSMISSION SPEEDS	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	SUGGESTED RETAIL PRICE
<b>JACOBSEN -- Continued</b>														
75B	Rotary	3 h.p. Jac.	2		1" - 3"	18"	Alum.			4		Orange	61 Lbs.	\$139.95
83B20		2½ h.p. B&S	4			20"	Steel				Grass Catcher		70 Lbs.	89.95
83B22		3 h.p. B&S				22"							76 Lbs.	109.95
81B		3 h.p. B&S				22"		Belt					90 Lbs.	144.95
10918		2 h.p. B&S				18"							55 Lbs.	74.95
106A18				12 V. Exide		18"				2			101 Lbs.	169.95
8822		3 h.p. Jac.	2		1¼"-3½"	22"		Belt		Bar			112 Lbs.	184.50
8824		4¼ h.p. Jac.	2		1¼"-3½"	24"		Belt					122 Lbs.	224.50
8924		4¼ h.p. Jac.	2		1¼"-3½"	24"		Belt, Chain					168 Lbs.	289.50
45	Rotary Rider	4¼ h.p. Clinton	4		1½"-3½"	26"		Belt, Chain			*		306 Lbs.	439.50
91	Reel Rider	9 h.p. B&S			3/8"-2¼"	76"		Belt		5	*		810 Lbs.	1,285.00**
17-17A	Reel	6 h.p. Wis.			½"-2½"	30"		Belt, Chain		6	*		374 Lbs.	565.00**
Mow-Mobiles	Rotary Rider	9 h.p. Wis.			1½"-3½"	34-37-48		Belt			*			\$650-880.00
*Snow Plow 3 Gang Reel, See Catalog **Plus Frt.														
<b>KEEN-MOW -- Keen Sales &amp; Mfg. Co., 222 West 3rd St., Kansas City, Mo.</b>														
HW-22	Rotary	3½ h.p. Clinton	4		1"-3"	22"	Steel			1		Red & White	97 Lbs.	
C-20		2½ h.p. **				20"						Green & White	54 Lbs.	
C-22		3 h.p. **				22"							55 Lbs.	
C-24		3 h.p. **				24"							69 Lbs.	
S-20XB		2½ h.p. **				20"							49 Lbs.	
S-22XB		3 h.p. **				22"							52 Lbs.	
S-22SP	*	3 h.p. **				22"							69 Lbs.	
S-24XB	Rotary	3 h.p. **				24"							62 Lbs.	
S-24SP	*	3 h.p. **				24"							74 Lbs.	
TR-24D	Rotary Rider	3½ or 4½ h.p. Clinton				24"			FNR (1-4½ mph)			Red & White		
TR-24XB	Rotary Rider	3¼ h.p. Clinton				24"			FNR (1-4½ mph)			Green & White		
K-19	Rotary	2½ h.p. **			1"-3"	19"	Alum.					Red & White	50 Lbs.	
K-25		3 h.p. **				25"	Alum.						62 Lbs.	
K-22		3 h.p. **				22"	Alum.						56 Lbs.	
DEL-19		½ h.p. Electric		Yes		19"	Alum.						47 Lbs.	
K-22 SP	*	3 h.p. **	4			22"	Alum.						67 Lbs.	
K-24 SP	*	3 h.p. **	1			24"	Alum.						74 Lbs.	
*Self-propelled Rotary **Clinton Or B&S														
<b>LAWNCRAFT -- Lawncraft Mfg. Corp., P.O. Box 176, Hoffman, Ill.</b>														
L-220 St.	Rotary	3 h.p. B&S	4		4		Steel	Direct		1	Impulse	Blue	50 Lbs.	49.50
L-222 St.							Steel				Impulse		52 Lbs.	51.50
L-222 Del.							Steel						55 Lbs.	78.50
AL-22							Alum.						60 Lbs.	69.95
HW-22							Steel				Impulse		70 Lbs.	68.50
SP-22	*							Friction					65 Lbs.	76.50
LR-24	Rotary Rider				3			Chain	2		Impulse		110 Lbs.	169.95
LRC-24	Rotary Rider	3¼ h.p. B&S			3			Chain	2				125 Lbs.	186.00
*Self-propelled Rotary														
<b>LAWNMASTER -- Lawnmaster Co. Inc., 610 So. "H" St., Richmond, Ind.</b>														
2-105	Rotary	2½ h.p. Lauson	2		1"-3"	20"	Steel	Other		1		Green & White	47 Lbs.	44.95
2-101		2½ h.p. B&S	4			20"							49 Lbs.	47.95
2-103		2½ h.p. B&S				22"							51 Lbs.	49.95
1-103I		3 h.p. B&S				22"					Impulse Starter		51 Lbs.	54.95
2-102		2½ h.p. B&S				20"					*		58 Lbs.	59.95
2-104		3 h.p. B&S				22"					*		58 Lbs.	64.95
2-200		3 h.p. B&S				22"		Friction	4 mph		*		71 Lbs.	79.95
2-400	Reel	2 h.p. B&S			¾"-3½"	18"		Chain		5			73 Lbs.	89.95
2-401	Reel	2 h.p. B&S			¾"-3½"	21"		Chain		5			80 Lbs.	99.95
2-301	Rotary Rider	3½ h.p. Clinton			1½"-3"	24"		Chain	4 mph	1	**		139 Lbs.	169.95
*Impulse Starter E.Z. Height Baffle Starter Release **Height Adj. Impulse Starter Forward & Reverse														
<b>"LAZY BOY" AND "CAPRI" -- Lazy Boy Lawn Mower Co., Inc. 1315 West 8th Street, Kansas City 1, Mo.</b>														
SP501-62	Rotary	3½ h.p. Clinton or 4 h.p. B&S	4		1¾"-4"	22"	Steel	Belt, Chain		1		Gold & Red	128 Lbs.	149.95
B2014C		3½ h.p. Clinton			1½"-4"	20"				1		Gold & Red	90 Lbs.	109.95
Hi-Boy														
B200C		3 h.p. B&S			1½"-3½"	20"				*		Gold & Red	85 Lbs.	89.95
B3400C		5½ h.p. Lauson			2"-6"	33"				6	**	Green & Red	167 Lbs.	349.50
808-62		3 h.p. B&S			1"-3½"	21"	Alum.			*	Catcher-Standard	Red & White	75 Lbs.	94.95
Jet Stream														
2020-62	Rotary	2½ h.p. B&S			1½"-3"	20"	Steel			1		Orange & White	55 Lbs.	None
2222-62	Rotary	3 h.p. B&S			1½"-3"	22"	Steel						62 Lbs.	
2200-62	Rotary	2½ h.p. B&S			1½"-3"	22"	Steel						60 Lbs.	
2299-9	Rotary	3 h.p. B&S			1½"-3"	22"	Alum.	Belt					70 Lbs.	
R1200	Rotary Rider	4½ h.p. Clinton			1½"-4"	24"	Steel	Chain				Green	125 Lbs.	
3120-62	Rotary Rider	3½ h.p. Clinton			1½"-4"	24"	Steel	Chain				Green	125 Lbs.	
*Quad-A-Matic **Riding Sulky - Non-powered														



MODEL #	TYPE	ENGINE MAKE & HORSEPOWER	CYCLES	BATTERY POWERED	CUTTING HEIGHTS	CUTTING WIDTHS	DECK	DRIVE OR TRANSMISSION	TRANSMISSION SPEEDS	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	SUGGESTED RETAIL PRICE
<b>LECTRO LAWSHEAR</b> -- Lectro Lawnshear Corp., 254 County Line Road, Hatboro, Pa.														
L-18S40	Rotary	1/3 h.p. Roberts		Yes	3/4"-2"	18"		Other	3,000 R.P.M.	18"		White	60 Lbs.	\$129.95
L-18D40	Rotary					18"		Other		18"			80 Lbs.	159.95
L-21R40	Reel					21"		Chain		21"			120 Lbs.	199.95
L-21E40	Rotary					18"		Other		18"			50 Lbs.	99.95

**LAWNFLITE** -- MTD Products, Inc. 5389 W. 130th St., Cleveland 11, Ohio

E82	Rotary	Westinghouse 1/3 h.p.	60		3/4"-3 3/4"	18"	Steel			1		Green	46 Lbs.	
EB102		Roberts 1/3 h.p.		12V.		20"						Green	84 Lbs.	
M282-1		Clinton 2 1/2 h.p.	2			18"						Coppertone & Wh.	43 Lbs.	
M482-2		2 h.p. B&S	4			18"							48 Lbs.	
M492-3		2 h.p. B&S				19"							59 Lbs.	
M422-5		2 1/2 h.p. B&S				22"							67 Lbs.	
M422-6		3 h.p. B&S			3/4"-4"	22"						Red	73 Lbs.	
M492-4B		2 1/2 h.p. B&S			3/4"-4"	19"						Red	66 Lbs.	
M422-6B		3 h.p. B&S			3/4"-4"	22"						Red	75 Lbs.	
M402-15		2 1/2 h.p. B&S			3/4"-4"	20"						Green	66 Lbs.	
M402-16		2 1/2 h.p. B&S			3/4"-4"	20"						Green	67 Lbs.	
SP402-17		2 1/2 h.p. B&S			3/4"-2 3/4"	20"						Green	68 Lbs.	
SP422-22		3 h.p. B&S			3/4"-2 3/4"	22"		Belt				Red	96 Lbs.	
R341-30	Rotary Rider	3 1/2 h.p. Clintalloy			1 3/4"-2 3/4"	24"			3			Coppertone	163 Lbs.	
R442-35	Rotary Rider	3 1/2 h.p. Clintalloy			1 3/4"-2 3/4"	24"			2			Green	195 Lbs.	
R442-36	Rotary Rider	3 1/2 h.p. Clintalloy			1"-3"	24"			2			Green	215 Lbs.	
R442-37	Rotary Rider	4 1/2 h.p.			1 3/4"-2 3/4"	24"		Chain	2			Red	240 Lbs.	
RL482-51	Reel	2 h.p. B&S	4		*	18"		Belt		5		Green	93 Lbs.	
RL412-52	Reel	2 h.p. B&S	4		*	21"		Belt		5		Green	97 Lbs.	

\*15/8"-2 3/4", 1 1/2"-1 3/8", 3/8"-1"

**SNAPPER & SNAPPIN TURTLE MOWERS** -- McDonough Power Equip Inc., McDonough, Georgia

19D	Rotary	3 h.p. B&S	4		1 1/4"-3 1/4"	19"	Steel			1	Impulse Starter	Red	50 Lbs.	89.95
21G	Rotary	3 h.p. B&S				21"					Impulse Starter	Red	55 Lbs.	99.95
21GSP	*	3 h.p. B&S				21"		Other			Impulse Starter	Red	90 Lbs.	149.95
ST22	*	3 h.p. B&S				22"						Green	130 Lbs.	239.50
ST22RM	Rotary Rider	3 h.p. B&S				22"							235 Lbs.	299.50
ST27	*	5 3/4 h.p. B&S				27"							200 Lbs.	359.50
ST27RM	Rotary Rider	5 3/4 h.p. B&S				27"							350 Lbs.	419.50

\*Self-propelled Rotary

**MEADE** -- Meade Mfg., Inc. Meade, Kansas

580	Riding Power Unit	6 h.p. Or 7 h.p. Wis	4	Optional	1 1/2"-6"	24"-42"	Steel	Belt, Chain	3 Fwd, & 1 Rev.	Rotary 1 Reel 5	*	Green & White	280 Lbs.	**
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\*Rotary 24", Reel 30", Sickle 30", Extra Rotary To Make Cut To 42", Elect. Starter 7 h.p. Engine, Pn Tires \*\*Power Unit \$368.00, Rotary \$35.50, Reel \$74.00, Sickle \$54.00, Ex. Rotary \$79.50

**MOTO-MOWER** -- Moto-Mower, Inc., 625 South G. St., Richmond, Ind.

61-301	Rotary Rider	4.5 h.p. Clinton	4		1 3/4"-3 1/4"	24"	Alum.	Other	3 1/2 mph max.	1		Red & White	212 Lbs.	349.95
26-302	Rotary Rider	3.5 h.p. Clinton			1"-3"	24"	Steel	Other	3 mph max.				156 Lbs.	189.95
26-200	Rotary	3 h.p. B&S			1"-2 1/2"	21"	Alum.	Other	3 1/2 mph max.				71 Lbs.	149.95
26-102	Rotary	3 h.p. B&S			1"-2 1/2"	21"	Alum.						59 Lbs.	109.95
26-108	Rotary	2 1/2 h.p. B&S			1"-2 1/2"	18"	Alum.						55 Lbs.	99.95
26-402	Reel	2 1/2 h.p. B&S			1 1/2"-2 1/2"	22"		Other	3 1/2 mph max.	6			104 Lbs.	189.95
61-401	Reel	2 h.p. B&S			3/4"-3 1/2"	21"		Chain	3 mph max.	5			90 Lbs.	124.95
61-400	Reel	2 h.p. B&S			3/4"-3 1/2"	18"		Chain	3 mph max.	5			86 Lbs.	109.95
26-201	Rotary	3 h.p. B&S			1"-2 1/2"	21"	Alum.	Other	3 1/2 mph max.	1			63 Lbs.	129.95
26-100	Rotary	2 1/2 h.p. B&S			1"-2 1/2"	18"	Alum.			1			48 Lbs.	89.95
26-107	Rotary	2 1/2 h.p. Clinton			1 1/4"-3 1/8"	20"	Steel			1			48 Lbs.	
61-800	Terra Hdl	3 3/4 h.p. Clinton						Centri Clutch					46 Lbs.	99.95
61-801	Terra Walk-ing Rotary				1"-2 1/2"	21"	Alum.			1			30 Lbs.	49.95
61-802	Terra Trans. Prop. Rotary				1"-2 1/2"	21"	Alum.		3 1/2 mph max.	1			40 Lbs.	79.95
61-803	Edger Trim.				1/2"-3"	9"				1			21 Lbs.	29.95

**REG** -- Motor Wheel Corp., 509 Poplar St., Lagrange, Ind.

418AD	Rotary	Lauson	4		1"-3 1/4"	18"	Steel			1		Blue	52 Lbs.	74.95
418E				12V.		18"							72 Lbs.	154.95
421AD		Lauson	4			21"							61 Lbs.	87.95
421ADI													61 Lbs.	94.95
421AS													71 Lbs.	104.95
421ASC													71 Lbs.	129.95
421AP													85 Lbs.	144.95
421API													85 Lbs.	154.95
426A	Rotary Rider				1 3/4"-4"	26"		Friction	4 Fwd, 1 Rev.				286 Lbs.	399.95
418AR	Reel				1/2"-2 1/4"	18"		Belt, Chain		6			93 Lbs.	134.95
421AR	Reel				1/2"-2 1/4"	21"		Belt, Chain		6			93 Lbs.	144.95

# EM WEEK Specifications for 1962 Power Mowers

MODEL #	TYPE	ENGINE MAKE & HORSEPOWER	CYCLES	BATTERY POWERED	CUTTING HEIGHTS	CUTTING WIDTHS	DECK	DRIVE OR TRANSMISSION	TRANSMISSION SPEEDS	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	SUGGESTED RETAIL PRICE
<b>NATIONAL</b> — National Mower Company, 839 Cromwell Avenue, St. Paul, Minn.														
21" P.M.	Reel	3 h.p. B&S	4			21"		Belt		5	Hi-cut Tires	Green	100 Lbs.*	
25" P.M.	Reel	3 h.p. B&S				25"		Belt			Hi-cut Tires		120 Lbs.*	
30" Rider	Reel Rider	3 h.p. B&S				30"		Belt	5 mph max.		Snow Plow Carts Etc.		325 Lbs.*	
30" Rider	Reel Rider	4 h.p. Clinton				30"		Belt	5 mph max.		Same		325 Lbs.*	
84" Triplex	Reel Rider	9.2 h.p. Wis. AENL				84", 3-30" Unit		Chain	5 mph or 15 mph		Sweeper Snow Blade		950 Lbs.*	
<b>LAWN-BOY</b> — Outboard Marine Corp., 300 Pershing Road, Waukegan, Ill.														
3051	Rotary	2 h.p. Lawn-Boy	2		5	18"	Alum.	Push	Constant 3200 rpm	1		Daisy Yellow	42 Lbs.	\$69.95
5251	Rotary	2½ h.p. Lawn-Boy			5	19"	**		Constant 2800 rpm			Marine Blue	52 Lbs.	89.95
5230	Rotary	3 h.p. Lawn-Boy*			6	19"	Mag.		Constant 3200 rpm		Grass Bag	Lime Green	42 Lbs.	84.50
7251	Rotary	4 h.p. Lawn-Boy*				21"						Lime Green	48 Lbs.	99.95
8220	Rotary	4 h.p. Lawn-Boy*				21"						Lime Green	57 Lbs.	139.95
9273	Rotary Rider	6½ h.p. Lawn-Boy*				21"		V-Belt			Snow Plow Dump Cart	Patio Blue	151 Lbs.	259.95
9243	Rotary Rider	6½ h.p. Lawn-Boy*			5	24"	Alum.	V-Belt			Same	Patio Blue	160 Lbs.	279.95
<b>PINCOR</b> — Pioneer Gen-E-Motor Corp., 5841 W. Dickens Avenue, Chicago, Ill.														
P817E	Rotary	1¼ h.p. 8 amp Motor				1¼"-2¼"	17"	Alum.	Gear			Maroon & White	27 Lbs.	69.95
P817EB		1 h.p. 8 amp Motor				1¼"-2¼"	17"		Belt				29 Lbs.	79.95
P619D		3 h.p. Pincor	4			**	19"						52 Lbs.	92.00
622D						**	22"						56½ Lbs.	97.00
S920						1½"-2¼"	20"	Steel					50½ Lbs.	70.00
S922						1½"-2¼"	22"						55 Lbs.	72.00
S924						1½"-2¼"	24"						61 Lbs.	74.50
P912				12 Volt		1 5/8"-3"	20"						88 Lbs.	134.50
P204	*	3 h.p. Pincor				1½"-2¼"			Belt, Gear				72 Lbs.	144.00
P209	Rotary	3 h.p. Pincor				1 5/8"-3"							70½ Lbs.	131.00
P210	Rotary	110 Volt Elec. Motor				1½"-3"							59½ Lbs.	106.00
P922D	Rotary	3 h.p. Pincor				1½"-3"	22"						64 Lbs.	94.95
P422D	*	3 h.p. Pincor				1½"-2¼"	22"		Belt, Gear				70 Lbs.	104.95
P5518	Reel	2 h.p. B&S				1½"-2¼"	18"		Belt, Chain	5			90 Lbs.	119.95
P5518-1							18"						94 Lbs.	129.95
P5521							21"						94 Lbs.	129.95
P5521-1							21"						98 Lbs.	139.95
<b>POWER-O-MATIC</b> — Power Equipment, Inc., P.O. Box 427, Cicero, Indiana														
20-TG	Rotary	2½ h.p. B&S	4			1½"-3½"	20"	Steel		1		Coppertone	57 Lbs.	
22-TG	Rotary	2½ h.p. B&S					22"						59 Lbs.	
24-TG	Rotary	3 h.p. B&S					24"						68 Lbs.	
22-P	*	2½ h.p. B&S					22"		Belt				77 Lbs.	
24-P	*	3 h.p. B&S					24"		Belt				86 Lbs.	
<b>SPRINGFIELD</b> — Quick Mfg. Inc., 256 Linden Ave., Springfield, Ohio														
62A	Rotary Rider	*	4			1½"-3½"	25"	Steel	Auto	2-3½ 5 mph	1	Green & White	240 Lbs.	349.95
62AB		Tecumseh		Yes			25"				1		250 Lbs.	439.95
62D		Tecumseh					32"				2		270 Lbs.	419.95
62DE		Tecumseh		Yes			32"				2		280 Lbs.	489.95
<b>ROTO-HOE</b> — Roto-Hoe & Sprayer Co., Newbury, Ohio														
2100*	Rotary	3 h.p. Lauson	4			Up To 4"	21"	Steel	Belt & Chain	1		Green	92 Lbs.	103.50
2600*	Rotary	**				1"-4"	26"			3	2		185 Lbs.	192.00
														225.50
3200*	Rotary	3½ Or 5½ h.p. Lauson					32"			3			195 Lbs.	192.00
														225.50
Islander	Rotary Rider	5½ h.p. Lauson					26"			4			242 Lbs.	249.50
Islander	Rotary Rider	5½ h.p. Lauson					32"			4			244 Lbs.	249.50
<b>PORTER-CABLE</b> — Rototiller Inc., Syracuse, N.Y.														
Mark 24	Rotary Rider	4½ h.p. Lauson	4	Optional		1"-3¼"	24"	Alum.	Belt	0-3½ mph	1	All Drawn Equip	225 Lbs.	\$239.50 Man. 289.50 Elec. With Tax
Mark 26	Rotary Rider	5½ h.p. Lauson				1½"-3½"	26"	Steel	Belt	0-4½ mph	1	Snow Plow, All Drawn Equip	330 Lbs.	389.50 Man. 469.50 Elec.
Mark 30	Reel Rider	5½ h.p. Lauson				1½"-2½"	30"	Steel	Belt	0-4½ mph	5	Same	355 Lbs.	489.50 Man. 569.50 Elec.
Mark 1 Suburban Tractor	Rotary Pan	6 h.p. B&S				1½"-3½"	32"	Steel	Auto, 3 Speeds Fwd, Neut. & Rev.	0-6 mph	2	*	450 Lbs. With Mower	**

\*Hitch & Farming Equip, Snow Thrower, Dozer-Plow, Rotary Mower, Drawn Equip. \*\*\$449.50-Manual, \$539.50-Electric, & \$124.50 For Mower Pan



MODEL #	TYPE	ENGINE MAKE & HORSEPOWER	BATTERY CYCLES	POWERED	CUTTING HEIGHTS	CUTTING WIDTHS	DECK	DRIVE OR TRANSMISSION	TRANSMISSION SPEEDS	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	SUGGESTED RETAIL PRICE
<b>SAVAGE; SAVAGE SUPER-CHIEF — Savage Arms Corporation, Westfield, Mass.</b>														
238	Rotary	3½ h.p. Lauson	4		1½"-2½"	22"	Steel	Chain	1	1	Grass Catcher	Green & White	86 Lbs.	\$139.50
237	Rotary	3 h.p. B&S			1½"-2½"	22"				1	Grass Catcher		70 Lbs.	96.50
236	Rotary	2½ h.p. B&S			1½"-2½"	19"				1	Grass Catcher		66 Lbs.	92.50
290	Reel	2 h.p. B&S			¾"-1¾"	21"		Chain	1	5			117 Lbs.	144.50
275	Reel	2 h.p. B&S			¾"-2¼"	18"		Chain	1	5			103 Lbs.	134.75
275R	Reel	2 h.p. B&S			¾"-2¼"	18"		Chain	1	5			99 Lbs.	129.50
354	Rotary	2½ h.p. B&S			1½"-2½"	19"				1	Grass Catcher		60 Lbs.	
358		3 h.p. Lauson			1"-2½"	22"		Chain	1				74 Lbs.	
357		3 h.p. B&S			¾"-2½"	22"							63 Lbs.	
353		2½ h.p. B&S			¾"-2½"	19"							59 Lbs.	
356		3 h.p. B&S			1"-2½"	22"							58 Lbs.	
352		2½ h.p. B&S				19"							54 Lbs.	
386		2½ h.p. Lauson				22"							55 Lbs.	
355		2½ h.p. B&S				22"							54 Lbs.	
351		2 h.p. B&S				19"							49 Lbs.	
350		2½ h.p. Power Prod	2		5/8"-2½"	19"							40 Lbs.	
373	Reel	2 h.p. B&S	4		¾"-2¼"	21"		Chain	1	5			103 Lbs.	
374	Reel	2 h.p. B&S	4		¾"-1¾"	18"		Chain	1	5			86 Lbs.	

**MURRY MOWER — Schissel Mfg. Co., Cherokee, Iowa**

J-22	Rotary	2½ h.p. B&S	4		1"-4"	22"	Steel	Chain		1		Red & White	64 Lbs.	72.95
B-18	Rotary	2 h.p. B&S				18"							93 Lbs.	99.95
A-20	Rotary	2½ h.p. B&S				20"							96 Lbs.	133.95
H-20	Rotary	3 h.p. B&S				20"							118 Lbs.	162.95
G-22	Rotary	3 h.p. B&S				22"							133 Lbs.	189.95
24-D	Rotary	3 h.p. B&S				24"							128 Lbs.	153.00
T-24	*	3 h.p. Clinton				24"							180 Lbs.	249.95
P-24	*	5 h.p. B&S				24"							150 Lbs.	289.95
L-31	*	9 h.p. B&S			1"-3"	31"							450 Lbs.	525.00
Park King	Rotary Rider	9 h.p. B&S			1"-3"	36"							720 Lbs.	825.00

\*Self-propelled Rotary

**SCOTTS ELECTRIC — O.M. Scott & Sons, Marysville, Ohio**

471	Rotary, 120 Volt AC Electric	Westinghouse ¾ h.p., 120V AC Electric	60		½"-2¾"	19"	Alum.	Direct		1	Cord Dispensing Reel	Polished Aluminum	59 Lbs.	119.95
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**SENSATION-MOW-BLO — Sensation Mower Inc., 7577 Burlington St., Ralston, Nebr.**

Mow Blo 20 GPH	Rotary	3½ h.p. Power Products			½"-3¼"	20"	Alum.			1	Blades To Fit All Conditions	Cream, White & Red	50 Lbs.	126.95*
Mow Blo 20G6		3 h.p. B&S				20"						Cream, White & Red	50 Lbs.	129.95*
Mow Blo 20G7		3½ h.p. Tecumseh				20"						Cream, White & Red	50 Lbs.	139.95*
Mow Blo 18GL		2½ h.p. Tecumseh				18"						Yellow & Black	45 Lbs.	89.95*
Mow Blo CP18SE		1½ h.p. Pioneer				18"						Yellow & Black	45 Lbs.	89.95*
Copper Queen, 223		3 h.p. B&S			1"-3"	22"						Copper	41 Lbs.	89.95**
Copper Queen F22SP3	Self-propel- led Rotary	3 h.p. B&S			1"-3"							Copper	47 Lbs.	134.95**
Trail Rider V72SP3.5	Rotary Rider	3½ h.p. Tecumseh			1"-4"		***	Chain & Friction	2½ mph			Red	107 Lbs.	259.95
Multi-Mow V72-3	Rotary	3 h.p. B&S			1"-4"		***					Red	96 Lbs.	179.95

\*\*\*Steel & Plywood

\*Includes Grass Catcher

\*\* Grass Catcher Optional

**DU-ALL — Shaw Manufacturing Co., Galesburg, Kansas**

S24	Rotary Rider	6 h.p. Or 7 h.p. Wisc.	4		1"-4"	24"	Steel	Auto	3 Fwd, 1 Rev.	1	Snow Plow Bulldozer Aerator Dump Cart	Green & Red	340 Lbs. 430 Lbs.	561.00* 681.00**
S28	Rotary Rider	6 h.p. Or 7 h.p. Wisc.				28"				1	Grass Chute		340 Lbs. 430 Lbs.	587.50* 708.25**
S32	Rotary Rider	7 h.p. Wisc.				32"				1	9 h.p. Wisc. Engine		400 Lbs. 485 Lbs.	639.65* 750.40**
S36	Rotary Rider	9 h.p. Wisc.				36"				2			400 Lbs. 485 Lbs.	832.00* 952.75**

\*Rope Starter \*\*Electric Starter

# EM WEEK Specifications for 1962 Power Mowers

MODEL #	TYPE	ENGINE MAKE & HORSEPOWER	CYCLES	BATTERY POWERED	CUTTING HEIGHTS	CUTTING WIDTHS	DECK	DRIVE OR TRANSMISSION	TRANSMISSION SPEEDS	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	SUGGESTED RETAIL PRICE
<b>SIMPLICITY — Simplicity Mfg. Co., Port Washington, Wisconsin</b>														
Wonder-Boy 400	Rotary Rider	4 h.p. B&S	4		1 1/4"-3 1/4"	24"	Steel	Belt	2 Speed	1	Snow Blade	Red & White	238 Lbs.	\$265.00 Plus
	Reel Rider	4 h.p. B&S			1 1/2"-1 1/4"	30"				5	Dump Cart Lawn Roller Reel Mowers In Gang		Plus 60 Lbs. For Mower	Mower For \$55.00 Reel For \$110.00
Wonder-Boy 600	Rotary Rider	6 h.p. B&S			1 1/4"-3 1/4"	24"				1	Snow Blade	Red & White	252 Lbs.	\$345.00 Plus
	Rotary Rider	6 h.p. B&S			1 1/4"-3"	32"				3	Dump Cart		Plus 86	\$92.00 For
	Reel Rider	6 h.p. B&S			1 1/2"-1 1/4"	30"				5	Lawn Roller Reel Mowers In Gang		Lbs. For 32"	32" Rotary Or \$55.00 Rotary Or 60 Lbs. For 24" Rot. Reel Mower
Simplicity 725	Rotary Rider	7 1/4 h.p. B&S				32"				3	Snow Thrower, Sickel Bar, 10" Plow, Cultivator, Disc Harrow, Rotary Tiller	Red & White	530 Lbs.	\$560.00 Plus
	Rotary Rider	7 1/4 h.p. B&S				42"				3	Snow Blade & Dozer - Grader Blade*		Plus 110 Lbs. For 32"	\$98.00 For 32" Rotary Or \$130.00 Rotary Or 138 Lbs. For 42" Rotary

\*Dump Cart-Lawn Roller-Gang Mowers-Mobile Generator

<b>STEARNS — Stearns Power Mowers, 3535 DeKalb St., St. Louis 18, Mo.</b>														
B9197	Rotary	2 h.p.	4		1 1/4"-3 1/4"	19"	Steel			1		Green	47 Lbs.	
A2105		2 1/2 h.p.				22"							49 Lbs.	
B4185		3 h.p.				24"							60 Lbs.	
A9198		2 1/2 h.p.				19"							57 Lbs.	
A2198		3 h.p.				22"							60 Lbs.	
9112				12V		19"							72 Lbs.	
B2164		2 1/2 h.p.				22"		Friction					68 Lbs.	
A4160	Self-propelled Rotary	3 h.p.				24"							72 Lbs.	
A2124	Rotary	3 h.p.				22"		Friction					75 Lbs.	
A2386	Rotary	3 h.p.			1"-3"	22"	Alum.				Grass Catcher		85 Lbs.	
A5918	Reel	2 h.p.			1 3/4"-2 3/4"	18"		Belt, Chain		5			100 Lbs.	
A5921	Reel	2 1/2 h.p.			1 3/4"-2 3/4"	21"				5			110 Lbs.	
A5924	Reel	3 h.p.			1 3/4"-2 3/4"	24"				5			130 Lbs.	
A4172	Rotary Rider	3 1/4 h.p. or 4 1/2 h.p.			2 1/4"-3 1/4"	24"	Steel	Belt, Chain Through Gear Box		1			200 Lbs.	
A4359	Reel Rider	3 h.p.			1 3/4"-2 3/4"	24"	Steel	Belt, Chain		5			158 Lbs.	

<b>SUNBEAM — Sunbeam Corp., 5400 Roosevelt Rd., Chicago, Ill.</b>														
RE77	Rotary	7/8 h.p. Sunbeam Elec.			1/2"-3"	16"	Alum.	Auto.		1	Automatic Height, Adjust Kit, Leaf Mulcher, Cord	Sapphire Metallic Blue	35 Lbs.	\$59.95
RE184	Rotary	1 h.p. Sunbeam			1/2"-3"	18"	Alum.	Belt		2	Same		32 Lbs.	89.95
RE120	Rotary	Elec.			1/2"-3"	20"	Alum.	Auto.		1	Same			99.95
E700	Reel				1/2"-2 3/4"		Steel			5	Grass Catcher			136.75
G850	Rotary	2 1/2 h.p. Sunbeam	4		1/2"-3"					1	Grass Catcher, Leaf Mulcher			104.95
G750		3 h.p. Sunbeam												121.95
G57		2 1/2 h.p. Sunbeam												101.95
G57-I														106.95
G67														84.95
G67-I														89.95
G600	Reel				1/2"-2 3/4"					5	Grass Catcher Cord			147.50

<b>SYCAMORE — Sycamore Mfg. Co., Genoa, Ill.</b>														
S19-120	Rotary	2 1/2 h.p. B&S	4		1/4"-2 3/4"	19"	Steel			1		Orange	53 Lbs.	49.95
S19-119					1 1/4"-3 1/4"	19"							55 Lbs.	64.95
S22-109					1 3/4"-2 3/4"	22"							58 Lbs.	56.50
S22-102					1 3/4"-2 3/4"								62 Lbs.	64.95
S22-118		3 h.p. B&S			1 3/4"									84.95
S22-119	Self-propelled Rotary	3 h.p. B&S			1 1/2"-3"			Friction						99.95
S19-126	Rotary	2 1/2 h.p. Clinton			1/4"-2 3/4"	19"								44.95
S22-135	Rotary	2 1/2 h.p. Clinton			1 3/4"-2 3/4"	22"								51.50
S22-112	Rotary Rider	3 h.p. Clinton			1 3/4"-2 3/4"	22"		Chain	Fwd, Neut. Rev.					104.95



MODEL #	TYPE	ENGINE MAKE & HORSEPOWER	CYCLES	BATTERY POWERED	CUTTING HEIGHTS	CUTTING WIDTHS	DECK	DRIVE OR TRANSMISSION	TRANSMISSION SPEEDS	BLADES	OPTIONAL EQUIPMENT	COLOR	NET WEIGHT	SUGGESTED RETAIL PRICE
<b>WHIRLWIND, TORO — Toro Manufacturing Corp., 3042 Snelling Avenue, Minneapolis, Minnesota</b>														
18112	Rotary	2 h.p. Lauson	4		1/2"-3"	19"	Alum.			1		Red	52 Lbs.	\$89.95
18122	Rotary	2 h.p. Lauson				19"	Alum.						52 Lbs.	94.95
19122	Rotary	2 1/2 h.p. Lauson				21"	Alum.						56 Lbs.	99.95
20122	*	3 h.p. Lauson				21"	Alum.	Belt					71 Lbs.	149.95
23002	Rotary	3 1/2 h.p. Clinton			1"-4 1/8"	21"	Steel						80 Lbs.	129.95
10012	Reel	2 h.p. B&S			1/2"-1 1/8"	18"		Chain		6			74 Lbs.	124.95
10312	Reel	2 h.p. B&S			5/8"-1 1/8"	21"		Chain		5			85 Lbs.	149.95
20212	*	3 h.p. B&S			1/2"-3"	21"		Belt		1			55 Lbs.	174.90*
10412	Reel	3 h.p. B&S			3/8"-1 1/8"	21"		Chain		5			54 Lbs.	169.90*
10612	Reel	3 h.p. B&S			1/2"-1 1/8"	25"		Chain		6			69 Lbs.	184.90*
22112	Rotary Rider	4 1/2 h.p. Lauson			1 1/2"-3 1/2"	25"	Steel	Chain	2-3.7 mph; 2 Fwd., Rev.	1	Leaf Cart Elec. Start		257 Lbs.	369.95
50112	Reel Rider Reel Rider Rotary Rider	5 1/2 h.p. Lauson			3/8"-2 1/2" 1 1/2"-3 1/2"	30" 32"		Belt	2-4.5 mph; Fwd. & Rev.	6 3	Elec. Start		439 Lbs. 394 Lbs.	370.00** 499.90** 469.90**
10712	Reel Rider	3 h.p. B&S			1/2"-1 1/8"	25"		Chain	4 mph max.fwd	6			140 Lbs.	219.95

\*Self-propelled Rotary

\*With Power Handle

\*\*W/Tractor

<b>WAYNE — Wayne Home Eq. Co., Inc., 801 Glasgow Ave., Ft. Wayne, Ind.</b>														
W202	Rotary	2 1/4 h.p. P. Prods.	2		1"-3"	20"	Steel			1		Orange	44 Lbs.	54.95
W204		2 1/2 h.p. B&S	4			20"							50 Lbs.	77.95
W20E				1/2 h.p.DC		20"							70 Lbs.	119.95
W22S		2 1/2 h.p. B&S	4			22"							58 Lbs.	54.95
W22S-3A		3 h.p. B&S				22"							60 Lbs.	59.95
W22R		2 1/2 h.p. B&S				22"							58 Lbs.	84.95
W22A		3 h.p. B&S				22"							65 Lbs.	89.95
W22AP	*					22"		Belt	1				75 Lbs.	119.95
W24A	Rotary					24"							72 Lbs.	94.95
W24AP	*					24"		Belt	1				85 Lbs.	124.95
W318	*	2 1/2 h.p. Lauson			1"-2"	18"				5			97 Lbs.	124.95
W321	*	2 1/2 h.p. Lauson			1"-2"	21"				5			105 Lbs.	139.95

\*Self-propelled Rotary

<b>HOMKO &amp; BLAIR — Western Tool &amp; Stamping Co., 2724-2nd Ave., Des Moines, Iowa</b>														
1115	Reel	2 h.p. B&S	4		1/2"-2 3/8"	21"	Steel	Belt, Chain		5 & 6		Flambeau & Wht.	103 Lbs.	124.95
1115	Reel	2 h.p. B&S			1/2"-2 3/8"	21"							99 Lbs.	124.95
1105	Reel	2 h.p. B&S			1/2"-2 3/8"	18"							98 Lbs.	114.95
1105	Reel	2 h.p. B&S			1/2"-2 3/8"	18"							91 Lbs.	114.95
1227	*	3 h.p. B&S			1/8"-3 3/8"	22"		Disc	6-Speed	1	Grass Catcher		114 Lbs.	159.95
1228	*	3 h.p. B&S			1/8"-3 3/8"	22"		Disc	2-Speed				112 Lbs.	139.95
1225	Rotary	3 h.p. B&S			1/8"-3 3/8"	22"							92 Lbs.	114.95
1215	Rotary	2 1/2 h.p. B&S			1/8"-3 3/8"	20"							82 Lbs.	109.95
1222	Rotary	3 h.p. B&S			1 1/8"-3 3/8"	22"							70 Lbs.	99.95
1200	Rotary	2 h.p. B&S			1 1/2"-3 3/8"	18"							69 Lbs.	89.95
1200	Rotary	2 h.p. B&S			1 1/2"-3 3/8"	18"							63 Lbs.	84.95
1224	Rotary	2 h.p. B&S			1 1/8"-2 3/8"	22"							73 Lbs.	69.95
1247	Rotary Rider	4 h.p. B&S			2"-3 1/2"	24"		Disc	Numerous		Dual Wheels Snow Blade		267 Lbs.	379.95
1237	Rotary Rider	4 h.p. B&S			1 13/16-3 1/2"	24"		Belt, Chain	Fwd, Rev.				224 Lbs.	269.95
5105	Reel	2 h.p. B&S			3/8"-2 7/16"	18"		Belt, Chain		5		Blue & White	84 Lbs.	
5206	Rotary	3 h.p. B&S			7/8"-2 3/4"	18"				1	Grass Catcher		52 Lbs.	
5225	Rotary	3 h.p. B&S			1"-3"	22"							69 Lbs.	
5226	Rotary	3 h.p. B&S			1 1/8"-3 3/8"	22"							77 Lbs.	
5227	*	3 h.p. B&S			1"-3"	22"		Gear Drive	Single				90 Lbs.	
5227	*	3 h.p. B&S			1"-3"	22"		Gear Drive	Single				86 Lbs.	
5236	Rotary Rider	3 h.p. B&S			1 13/16"-3 1/2"	24"		Belt, Chain	Fwd, Rev.				142 Lbs.	

\*Self-propelled Rotary

<b>WHIZ-MOW — Whiz-Mow, Inc., Warsaw, Illinois</b>														
WMR-21	Rotary	3 h.p. B&S	4		1 1/2"-2 1/2"	21"	Alum.	Belt			Recoil Or Impulse Starter	Red & White	100 Lbs.	219.95* 229.95**

\*Recoil \*\*Impulse

<b>YARD-MAN — Yard-Man Incorporated, 1410 West Ganson, Jackson, Michigan</b>														
1040-2	*	2 h.p. B&S	4		1/2"-2 1/4"	18"	Steel	Belt, Chain		6	Grass Catchers	Bronze & Buff	89 Lbs.	129.95
1050-2	*	2 h.p. B&S			1/2"-2 1/4"	21"		Belt, Chain		6			95 Lbs.	139.95
2000-2	Rotary	3 h.p. B&S						Belt		1			92 Lbs.	119.95
2010-2	**	3 h.p. B&S						Belt	3 Fwd				112 Lbs.	164.95
2060-1	Rotary	2 1/2 h.p. B&S						Direct					70 Lbs.	94.95
2110-2	Rotary	2 h.p. B&S				18"		Belt					86 Lbs.	109.95
3040-1	Rotary Rider	4 1/2 h.p. Lauson			1 1/8"-3 3/8"	26"			5 Fwd, 2 Rev.		***		271 Lbs.	369.95
3050-1	Rotary Rider	5 1/2 h.p. Lauson			1 1/8"-3 3/8"	26"			5 Fwd, 2 Rev.				300 Lbs.	439.95

\*Self-propelled Reel

\*\*Self-propelled Rotary

\*\*\*Snow-Plow, Gang Reels, Dual Wheels, Lawn Cart, Sweeper, Spreader and Lawn Roller.



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**ELECTRICAL  
MERCHANDISING WEEK**

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# new products

## PHILCO Transistor Radio And TV Set

A combination portable-table transistor radio, T-905 and a portable TV No. 3244 is announced by Philco.

**No. T-905** combination portable-table transistor radio features push-button AM-FM reception; weighs 4½ lb.; features a 9-transistor chassis; plays on 6 standard flashlight "C" type batteries; has lift-off handle which converts it from a portable to table model; is contained in a black leather-grained cabinet with white trim and chrome grille. A special pushbutton band switch, easily accessible at front of set enables the selection of AM or FM with the press of a finger. A built-in super sensitive ferrite antenna is used for AM reception; a 30-in. telescopic antenna pivots for full range FM reception. Other features include a wide range 4-in. heavy duty speaker and vernier tuning.

**No. 3244** Town and Country series portable TV, "Black Beauty" is a 19-in. model featuring a new tapered cabinet design and a high "console performance" in a portable set. Features include newly styled channel selector which "rolls on" the channel in the top front of the set; opposite the channel indicator is a volume control which adjusts for 3 levels to tailor the sound to the taste of the listener. A disappearing handle is at the top of set while in back are twin telescopic antennas. Features include "Vivid Vision"; black simulated leather and trimmed in chrome. A companion in tan leather-like finish with gold trim, "Saddle Mate" is also available. Complementary roller stands are optional.

**Prices,** T-905, \$85; No. 3244, \$200. Philco Corp., "C" and Tioga Sts., Philadelphia 34.



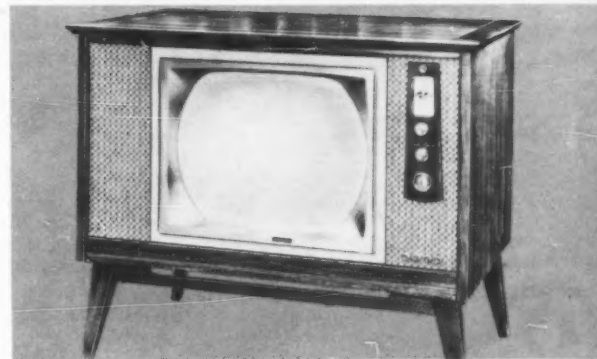
## EMERSON Color TV Console

A new 21-in. color TV set, No. H1812 is announced by Emerson Radio. Using an advanced type aluminized, bonded-shield, color picture tube, this latest addition to Emerson's 1962 line of home entertainment instruments incorporate a new, full-power transformer chassis; all-area high-gain Emerson Miracle tuner with Perm-Lok

fine tuning; pulsed automatic amplified gain control and color-magic contrast. The hi-fi FM sound system is equipped with Emerson's audio augmentor; variable bass and treble control and a matched multi-speaker network with provision for use as a second stereo channel when set is turned off.

Housed in an authentically styled contemporary lowboy cabinet in genuine walnut or mahogany hardwoods. A UHF-VHF version is also available at higher cost.

**Price,** \$750. Emerson Radio Inc., Jersey City 2, N.J.



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**ELECTRICAL MERCHANDISING WEEK** is published weekly by the McGraw-Hill Publishing Co., Inc., James H. McGraw (1860-1948), Founder. See panel below for directions regarding subscription or change of address.

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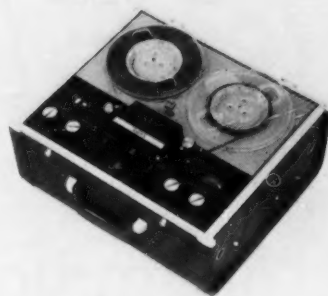
## new products

CONTINUED

### AMPEX Stereo Recorders

A new 4-track stereo and monaural recorder/player incorporating design and manufacturing techniques formerly available only in professional equipment has just been introduced by Ampex. Called the Fine-Line 1200 Series the tape recorder/player is available unmounted for built-in use, in portable models and as standard equipment in new Crescendo II and Signature II home music systems.

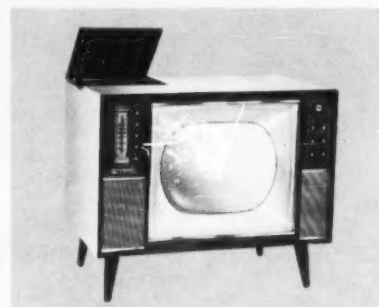
**1200 Series** features new record, playback and erase heads designed to accommodate the narrower track widths of 4-track stereo and monaural recording and playback. In addition to the 3 new heads, over 170 other improvements are said to be incorporated. 1200 Series records 4-track stereo and monaural and plays back both 2 and 4 track stereo and 4 track monaural. Standard speeds are 3¾ and 7½ ips. At 3¾ ips, 4 track monaural usage will provide 8½ hrs. of recording or playing time on a standard 7 in. reel. New master selector switch permits centralized control of stereo or monaural modes, choice of an individual track, A-B comparison of original and recorded program, sound-on-sound recording and automatic shut-off of either the motor or electronics, or both. Flexi-



bility of the new 1200 Series erase head permits separate erasure of the 4 tracks; the new erase head also has 3 poles so that tape is actually erased twice for low noise.

Also featured in the 1962 line are 2 home music system consoles, Crescendo II and Signature II. Both contain the new 1200 series 4-track stereo recorder/player and a new 4-speed automatic turntable. FM Multiplex is standard in the new Signature II AM-FM tuner, and is available in adaptor form for Crescendo II. Traditional mahogany, French provincial, contemporary walnut and teak in Crescendo II and a restyled Signature in grained walnut.

**Prices:** No. 1250 (unmounted deck) \$499.50; Model 1260 (portable) \$545; Model 1270 (portable with built-in pairs of matched amplifiers/speakers) \$645. *Ampex Corp., Redwood City, Calif.*



### DELMONICO Color TV And 6-Way Stereo Tape Recorder

The first Delmonico color TV combination and a new 6-way combination stereo tape recorder is announced by Delmonico.

The Delmonico color TV combination has a hand-wired chassis with 9 transistors, 2 diodes, 4 speakers and 35 tubes in addition to the 21-in. color picture tube. The model has stereo hi-fi reproduction and a 4-speed record changer. The major mechanism is the product of the Victor Co. of Japan; cabinet, additional components, installation of color picture tube and final assembly are done in the U.S. by Delmonico.

An 8-in. personal portable TV 12 in. wide and deep, 7 in. high was also

presented for the first time. Weighing only 17 lb., the portable has an 8-in. aluminized picture tube, hand-wired chassis; 14 tubes; 3 diodes and a front speaker. It has a built-in telescoping antenna and carrying handle.

The 6-way hi-fi combination with 11-tube AM-FM multiplex-ready radio; stereo; 4-speed automatic record changer; 4-track stereo tape recorder. It has 6 speakers and a hand-rubbed walnut, ebony or mahogany cabinet. Its tape recorder is for stereo recording as well as playback.

**Prices,** color TV, \$595; personal 8-in. TV portable, \$125; 6-way combo, \$299.95. *Delmonico International Div., Thompson-Starrett Co., Inc., 120-20 Roosevelt Ave., Corona, L.I., N.Y.*



### MASCO Telephone Amplifier

Masco No. PHA transistorized portable telephone amplifier is announced by Mark Simpson.

It is battery powered and can be moved from office to office without need of the line cord.

No. PHA is easy to operate: when phone rings, its handset is placed in amplifier's cradle, automatically turn-

ing on the unit. The amplifier picks up the incoming conversation and feeds it into a small extension speaker.

The voice is fed through a specially designed acoustic chamber into the transmitter end of the phone. There is never any need to touch the amplifier, which may be placed on a desk or any small table. By means of a volume control knob, this sensitive device can be set to permit telephone conversations from across the room as in a conference or in a whisper.

The unit is powered by four 1½v flashlight "D" cells having an approximate battery life of 500 hours; four transistors.

**Price,** \$29.95 (add 5% west of Rockies). *Mark Simpson Mfg. Co., Inc., 439 Frelinghuysen Ave., Newark 14, N.J.*



ITT 10 transistor AM-FM portable

### ITT Transistor Radios

Seven transistorized portable radios are announced by ITT, ranging from 6 transistor pocket-size instruments to 10 transistor AM-FM shortwave models, includes two 6-transistor pocket-size receivers and a 7-transistor model, all for the standard broadcast band; an 8-transistor AM-shortwave model that is one of the smallest 2-band radios; and an all-round AM-marine band or AM-shortwave radio with such special features as a battery-life indicator, a visual tuning indicator and an auxiliary antenna pickup.

Two receivers are a portable clock-radio No. 721, fully transistorized to work independently of external power, and a 10-transistor AM-FM No. 1011, weighs 4 lb. with a built-in antenna.

Each has a 90-day warranty against defective workmanship. All come complete with batteries and earphone. Carrying cases come with most models. The AM-FM and AM-shortwave-marine band sets also provide an auxiliary antenna.

**Prices,** No. 600, 6 transistors, \$17.95; No. 631, 6 transistors, \$29.95; No. 731, 7 transistors, \$39.95; No. 871, AM-shortwave, \$47.95; No. 881-M, AM-marine band, \$54.95; No. 1011, \$89.95; No. 721, \$89.95. *ITT Distributor Products Div., International Telephone and Telegraph Corp., 320 Park Ave., New York 22, N.Y.*

### OLYMPIC TV and Radio

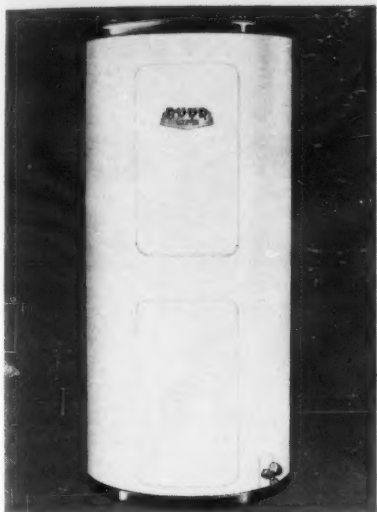
Olympic announces a new super-slim 19-in. portable TV, Ivy, No. 9TT16, and an AM-FM table radio No. AFM 16.

**Ivy, No. 9TT16** is hand-wired with a high gain shadow grid tuner; has a convenient on-top carrying handle, and is furnished in a metal cabinet with a molded front and a singlepole telescopic antenna.

**Martin No. AFM-16** AM-FM table radio features afc; includes 7 tubes, 2 diodes, selenium rectifier; built-in AM ferrite loop, FM antenna and automatic pilot indicator. The afc circuit provides complete freedom from drift and corrects for inaccuracy in tuning. It is 13¾ in. wide, 5½ in. high and deep; weighs approximately 7 lb. Comes in ebony, ivory, sand and turquoise. *Olympic Radio & TV Div., The Siegler Corp., 34-01 38th Ave., Long Island City, N.Y.*







### RUUD Water Heaters

To the long-established line of Ruud gas water heaters, 4 series of electric storage water heaters have been added; 2 of the series have tanks of galvanized steel, the other 2 are of the glass-lined type. All 4 series, Ruud galvanized Pacemaker; galvanized Master; Enameline Pacemaker and Enameline Master are made in round and table-top models. Total number of models in line is 35, and all are covered by liberal protection plans.

All models may be obtained with regular or high-recovery capacities, as desired. Standard equipment includes single or double heating elements of Nichrome imbedded in magnesium oxide and sealed in seamless copper tubes, an anode rod for long life, high-efficiency Fiberglass insulation, and surface-mounted thermostatic control. *Ruud Mfg. Co., Sub. Rheem Mfg. Co., Home Products Group, 7600 S. Kedzie Ave., Chicago 52, Ill.*



### GRUNDIG-MAJESTIC Transistor Radio

Latest import from West Germany is the 99U Transonette, all-transistor cordless table radio with FM, AM and shortwave bands.

It is lightweight and compact (13-3/8x7-11/16x4 in.); delivers true hi-fi reception to 10,000cps with 8 AM and 13 FM circuits; uses a ferrite antenna for AM and telescopic antenna for FM and shortwave. Delivers room-filling sound from even remote stations with 6 flashlight batteries (800mw output at battery tension of 9v).

Has Grundig-Majestic "family look" with contemporary styling in polished Black Forest walnut cabinet, plastic front and rear panels. A plug-in jack at rear panel adapts it instantly to a tape recorder or phono playback. Other features include push button band selection; preset volume control; bass-treble knobs.

Price, \$159.95. *Majestic International Sales, 743 N. La Salle St., Chicago.*



### RANGEMASTER Oven Hood-Fan Unit

No. 1000 oven hood-fan for installation over gas or electric built-in ovens, is a complete, pre-wired package, with blower, filter, and easy-to-reach push button 1-speed switch, and back-draft damper. Comes in 2 sizes, 24 in. and 27 in., each adjustable for installation in cabinets from 21 in. to 22 in. and 24 in. to 25 in. *Aubrey Mfg. Co., Union, Ill.*

### MARTHA WASHINGTON Ranges

Gray & Dudley announces a new Centennial series "slide-in" gas and electric ranges to their Martha Washington built-in appliance line. These new models have been developed to celebrate their 100th Anniversary as an appliance manufacturer in 1962.

Designed 24 in. wide with self-sealing top flange to slide in and replace 24-in. base cabinets. Available in standard and deluxe models in a choice of 6 Decoramic colors and a variety of features. All have recessed, satin chrome lift-up top for easy cleaning. Optional features include automatic clock, oven window, burner with a brain, Altrol center-simmer gas burners and rotisserie. *Gray & Dudley Co., Box 7706, Nashville 9, Tenn.*



**LIGHTEST | HIGHEST | QUIETEST!  
WEIGHT! | POWERED! | SAFEST!**

## New 1962 **LAWN-BOYS...**



#### have what YOU want

**Saleability.** They have it because LAWN-BOY asked consumers in a depth survey what they "wanted most in a mower" and built '62 mowers to give it to 'em.

**Top Dollar Profit for You.** LAWN-BOY's compact line is priced right for fast sales action with low inventory and full return. Orderly distribution protects your dealership and your profit.

**Strong Selling Support** with big space, full-color national advertising in leading magazines plus hard-selling local-level sales campaigns.

**Fast Delivery and Service** from nationwide distribution and 3,600 factory-authorized service stations.

#### have what THEY want

**Lightweight with Easy Maneuverability**—first on consumers' "want list." New Magnalite\* housing—33% lighter than aluminum, yet tougher—makes LAWN-BOY the easiest handling mower on the market.

**More and Quieter Power** with lower RPM from LAWN-BOY's Super-Power engine. Won't stall in high, heavy grass. Largest mufflers hush engine noise.

**Engineered for Operator Safety**—meets or exceeds ASA safety standards for power mowers.

**Convenience.** One-pull starting. Six cutting heights and two handle heights, adjustable without tools. Two-way mowing: "Clean-sweep" grass and leaf catcher snaps on and off; converter plate for regular mowing. Call your distributor or write Lawn-Boy, Waukegan, Ill.

\*Trademark.

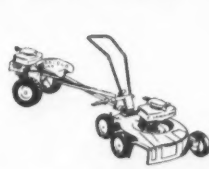
### COMPLETE LINE...from mow to snow



**Lawn-Boy 18" Special**—lightweight, easy to handle, and economical.



**Lawn-Boy 19" Quiet-flite**—for whisper-quiet, all-hour mowing.



**Lawn-Boy 24" Rider-Mower**—mows more than an acre an hour.



**Lawn-Boy Hobby Gardener**—weeds, hoes, tills, edges.



**Lawn-Boy Gardener**—2 1/2 hp, easy handling. Tills 9" to 17" swath.



**Snow-Boy**—clears snow in minutes. Winterized engine.

Coming soon at your Zenith Distributor's 1962 showing!

# NEW ...EXCITING PRODUCTS! ...MERCHANDISING! ...DEALER DIVIDEND PLAN!



Dear Zenith Dealers:

Your Zenith Distributor is ready to show you the most powerful merchandising programs in the industry, at his 1962 showing! Don't miss these programs specially-developed to help you build volume sales after your peak selling season! All-new products, new styling, new design and a great new Zenith Dealer Dividend Program are ready for you. See the reasons for Zenith's growing leadership at your Distributor's showing!

*L. C. Truesdell*

President  
Zenith Sales Corporation

DON'T MISS YOUR ZENITH DISTRIBUTOR'S  
ALL-NEW 1962 SHOWING!



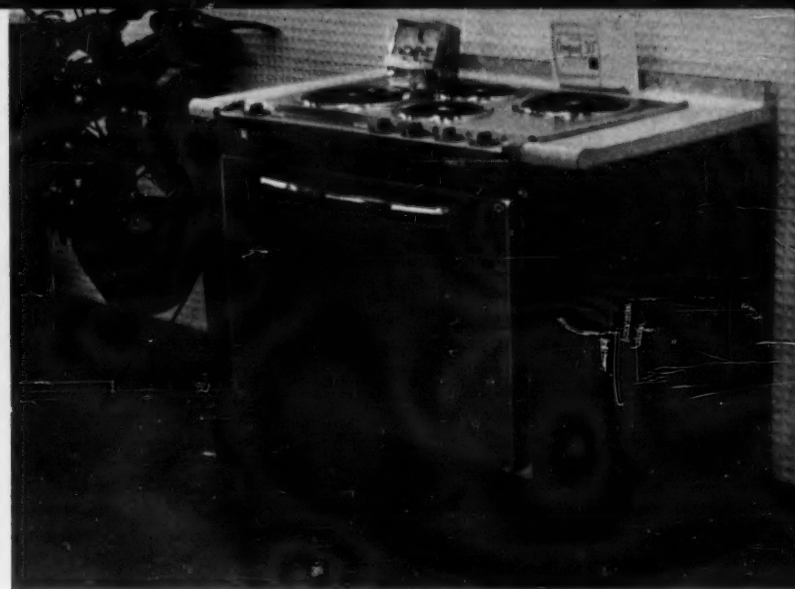
ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONT. The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 43 years of leadership in radionics exclusively.

# ZENITH

*The quality goes in  
before the name goes on*

ELECTRICAL MERCHANDISING WEEK





Gray and Dudley's "Martha Washington" drop-in cook top and Frigidaire's compact built-ins were among the range highlights at the Chicago show.

## Builder Show Big Success: Hundreds Of Manufacturers

unwrapped their newest products for record breaking crowds of dealers and builders attending the recent Association of Home Builders convention in Chicago



Washing power is distributed evenly throughout Waste King's new Imperial 900 dishwasher.



Rheem introduced its "50-Plus" glass lined water heaters.



An outsized faucet hung overhead was the display Culligan Mfg. Co. chose to dramatize its 25th anniversary at the show.



A record player that looks like a replica of an Early American spice cabinet was the outstanding feature of Roberts Mfg. Co.'s built-in stereo system.



Nu-Tone featured these built-in radiant heaters and a fold-in-the-wall tape recorder to be used in conjunction with its built-in stereo set.

# EM WEEK /READERS SAID...

EM WEEK welcomes expressions of opinion from its readers for publication, subject, of course, to final editing and approval by editors.

## Editor, EM WEEK:

For some time I have been a regular reader of your publication and feel that this is a magazine dedicated to furthering the best interests of those of us who have elected to devote our time, energy and capital to the sale and service of electrical appliances.

During the 26 years which I have been engaged in the appliance busi-

ness, I have witnessed the general decline in business and profits of the appliance store. More and more poachers have dipped into the appliance business as a side-line using price slashes and promotions on appliances to foster sales in other lines in which they are primarily engaged. This in turn has forced the servicing appliance dealership to further and further reduce his prices to meet those who, more often than not, give no service, carry no parts, have no servicemen, and often are reluctant even to order a part for the customer.

The most recent, and I think the most detrimental, single act that I have seen is the publication of all makes and models by name—together with the suggested retail price and the dealer's net invoice cost—for public consumption in a trade publication (retailing in bookstores for \$1.00)

entitled, "61 Appliance Buyer's Pricing Guide: Wholesale and Retail Prices of All Major Appliances, Plus Your Best Buys" (put out by Glacier Publishing Corp., 26 Broadway, New York 4, N.Y.).

Show me another business—auto, drug, dry goods, grocery, you-name-it—which has its invoice prices aired for public examination, and I will retract what I have to say. I personally know of few appliance dealerships which make this type of information known even to their sales forces—for the very obvious reason that this type of information is by nature confidential and for the dealer's personal knowledge.

Obviously, the magazine cited expects to gain reader interest through methods that would leave a prospective purchaser armed with cost but with no knowledge of the costs in

overhead, advertising, promotion, or service born by the dealer prepared and armed to beat out all profit if possible.

Nobody wants controls, and we all favor free competitive enterprise and a free press. Freedom, however, when expressed without restraint, certainly becomes detrimental, obnoxious and offensive.

I feel that a servicing, promoting and profitable appliance operation is a credit to the community, a protective force for its customers and certainly legitimate enough to receive some general protection which we have in so many cases afforded other businesses.

Brooke D. Smith,  
Manager  
Smith-Lynch Company  
Brownwood, Texas



## "so easy to start it's downright unbelievable"

### EXCLUSIVE BRIGGS & STRATTON "EASY-SPIN"™ STARTING SYSTEM

Ready! Go! No need to get set! The exclusive "Easy-Spin" starting system on all Briggs & Stratton engines cuts starting effort in half. Here's how it works: A unique cam design holds the intake valve open only 1/100 of an inch for a fraction of a second. This tiny opening—precisely controlled—is just enough to bleed off compression to cut the required effort 50% at starting speed. Yet, at running speeds, the engine develops full rated power.

It's a "safety first" feature too! "Easy-Spin" lessens the chances of accidentally tipping powered equipment when starting. And there's absolutely nothing to get out of order... nothing to adjust. It's tamperproof and tinkerproof—a system even amateur mechanics can't throw out of kilter.

"Easy-Spin" is a real sales starter—one that will sell itself in seconds. Remember! An engine that offers the least starting resistance also generates the least sales resistance. Be sure to get your sales off to a good running start today—the profitable "Easy-Spin" way.



most respected name in power...

BRIGGS & STRATTON CORP.  
MILWAUKEE 1, WISCONSIN

\*Trademark of Briggs & Stratton Corp.



### "KOOL-BORE"™ — another engine exclusive from Briggs & Stratton.

Chrome-plated, aluminum-alloy piston... high silicon-copper aluminum alloy cylinder. "Kool-Bore" engines by Briggs & Stratton are stronger—tougher—cooler running—use less oil—need less service, and last longer. 11 million "Kool-Bore" engines have achieved an unmatched record of performance. "Kool-Bore" is an exclusive Briggs & Stratton feature.

### "sales power extras"— look for many of them on your equip- ment powered by Briggs & Stratton...

- "OIL-FOAM"™ NO-SPILL SEALED (patented) polyurethane sponge air cleaner
- Gum-resistant, rustproof, epoxy sealed gas tank
- Efficient, full-power carburetion
- Reliable, sure-fire ignition
- Vented crankcase protection
- Wear-saving positive lubrication



## MARKET REPORTS

**SOUTHEAST . . . BIRMINGHAM**—After a year of spotty selling, with more downs than ups, appliance sales finally took a definite upturn immediately after Thanksgiving.

This trend continued the first week in December, and most dealers were predicting December sales well above those of last year. Some estimates ran as high as 10 to 15%.

"This business is getting crazy," said Alvin A. Billingsley of Billingsley-Duddy, Inc. "White goods are the big sellers, surpassing even stereos and smaller appliances, usually the big Christmas items."

"Our sales have been off the timetable all year," he continued. "Air conditioners, for instance, were selling in February and March, but you couldn't give them away in June and July. Then, in August, everyone wanted them. The same was true of refrigerators. Sales were down during the summer, then picked up in September and now they are moving like hot cakes again. And portable dishwashers have suddenly picked up. But this might be considered a Christmas item."

"It looks like a stereo and color TV Christmas," said Clyde Coshatt of Coshatt's. "But white goods are moving well, too, and we are not even advertising them."

Discount houses, department stores and drug stores were cutting into sales of small appliances, both Billingsley and Coshatt said.

"Nobody ever comes in here for a percolator, electric iron or a toaster, nowadays," said Billingsley. "After our present supply is gone, we plan to quit stocking them."

D. K. Warren of Warren Appliance Co., G-E and Hotpoint dealer, found almost all items moving well.

"Customers come in to buy a stereo or TV for a Christmas gift. Then they look at refrigerators, ranges, or other bigger items. They don't buy them at the time, but they come back later. They apparently are comparing prices and ours are close enough to compare with the discounters that our service makes the difference."

Department stores, too, were finding major appliances in demand. One merchandising manager said more major appliances were sold in his store the first two weeks of the Christmas season than any year he could remember.

**EAST CENTRAL . . . LOUISVILLE, KY.**—Appliance dealers here went into the last two weeks before Christmas with confidence although the weather refused to co-operate on the Saturday (Dec. 9) that started the final splurge. Three inches of snow and freezing rain made streets hazardous.

But dealers like Clifford Abraham, of Clifford's Appliances, were still looking forward to a "big" Christmas. The news this season, they agreed, was in TV and stereo. Abraham said stereo was moving better than radios did in their peak years. "It's been a good thing in Louisville for a long time and it's getting better."

Color TV was exceeding expectations. Dealer Bob Brady attributed much of this to advertising. He also noted that the new line of Frigidaire appliances were moving well, especially frost-free refrigerators.

Louisville's new UHF TV station was still contributing to the pick-up in TV sales. The new station, an ABC network outlet, was bringing into Louisville some new and popular programs. One dealer said his supply of color TV sets was running short. He said that RCA and Admiral appeared to be having some trouble keeping up with the demand.

**MIDWEST . . . ST. LOUIS, MO.**—The Christmas selling pattern was in full swing. Not all retailers were exuberant, in fact a few were singing the blues, but most appliance dealers were winding up a good 1961.

One wholesaler, Brightman—St. Louis area Admiral distributor, reported the Admiral 21-inch low-boy was so hot, "I could sell 100 more sets if I could get them."

Elsewhere there was very little exultation about color TV. One central St. Louis retailer said, "I read about the rage for color TV and I'm told stocks will soon be sold out. That's fine, perhaps some of those sales will spill over in my direction, but I'm not doing any color business."

Big item for Christmas was stereo. Magnovox was reported "very tight in supply" with a good demand for the higher priced lines.

Scruggs-Vendervort-Barney, major department store, reported a \$28.99 tape recorder (Japanese) was grabbed up immediately. Also stereo and hi-fi were doing "very well." George Knittel, northside G-E retailer, reported, "Nothing moving except stereo consoles \$150 and up."

Traffic appliances were moving well, with electric can openers getting a play in some big stores. However, one dealer commented, "I don't care if we sell them or not; there's not enough profit in them."

**SOUTHWEST . . . PHOENIX, ARIZ.**—The hoped-for Christmas rush hadn't started in this market where wise buyers were acquiring only necessities and were awaiting post-holiday sales for the rest.

Arizona merchants are saddled with an inventory tax based on Jan. 1 stock. Between Christmas and New Year's they try to dump all excess. That's when buyers respond.

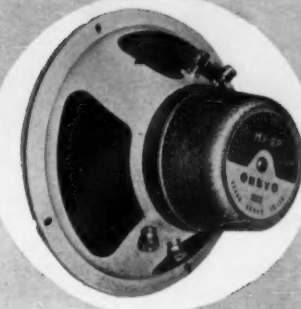
Mehagian's, one of the city's prestige outlets, was going out of the appliance field, concentrating on fine furniture instead. The company will have a separate TV-radio-hi-fi outlet and will discontinue its lines of stoves, refrigerators and other white goods appliances.

A Herold's outlet was established in the new Consumers' Mart of America. This brought Herold's outlets to four in Phoenix and made the company the largest in the 750,000 population area. Five salesmen staff the 4,400 square foot department which is expected to gross up to \$2 million in sales in the next 12 months.

In both Mehagian's and Herold's business was fast-paced. When Mehagian's cut prices for closeouts, the trade was never so good. Herold's had so many customers you couldn't open a refrigerator door for inspection. The CMA outlet was posing a threat to the town's two major discount houses, Fed-Mart and Gov-Way, both closed card outlets. CMA has an open-door policy.

## Revolutionary New Loudspeaker

has been put on the market  
MOTIONAL FEEDBACK TYPE 8"  
SPEAKER  
model **MX-8P**



The feedback theory, which has been confined to amplifier assembling, is now extended to the field of loudspeaker engineering.

What would be the effect of motional feedback on the speaker? The most notable effect is a marked improvement in the transient response. The elimination of transient, of course, means sharpened sound. Even when heard with the naked ear, a clearer reproduction of percussion instruments is definitely achieved. Moreover, even when the speaker box is smaller than regulation size, control of motional feedback prevents over-reverberation or over-booming of the reproduced sound. This is why the motional feedback system as is considered being instrumental in bringing about the second revolutionary change in audio equipment.



### OSAKA ONKYO CO., LTD.

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Osaka Japan  
Tokyo Branch: 18, Kanda Mitoshira-cho, Chiyoda-ku,  
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cisco 11, Calif., DO. 2-4600.

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Over 62 years of de-  
pendable ON-TIME  
Freight Forwarding  
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We welcome your  
inquiry.



PROMPT DAILY PICKUP  
and DELIVERY

## LIFSCHULTZ FAST FREIGHT

## PEOPLE IN THE NEWS



E. W. Engstrom  
of RCA



A. M. Anderson  
of C & S

**RCA**—Elmer W. Engstrom has been elected company president, taking over for John L. Burns who resigned. Engstrom has been with RCA for 31 years. He has been senior executive vice-president since 1955 and a member of the board of RCA and its subsidiaries, NBC and RCA Communications. He started with the company as an engineer, worked with television in its experimental stages, and became director of general research in 1942.

**Cribben & Sexton Co.**—A. M. Anderson, newly elected president of this Waste King Corp. subsidiary, replaces Wendell C. Davis who has resigned. Anderson has been executive vice-president since last year. He joined Waste King in 1960 as vice-president-appliance engineering. Before that, he held key posts with G-E, including head of engineering for the Hotpoint Laundry Division.

**Chambers Corp.**—M. A. Compton, Jr., has been named vice-president in charge of sales, with offices in Rolling Meadows, Ill. He had been general manager for Edwin Flato Co., a Chambers distributor, and Southwest regional sales manager.

**Singer Manufacturing Co.**—Allyn W. Falls has been appointed administrator of new products. Previously, he was president of Avila International Inc., New York investment firm.

**Technical Development Corp.**—Daniel T. O'Connell was chosen sales manager of the consumer products division. He will direct the marketing of Taco antennas for consumer use. Before joining Taco, O'Connell was director of sales for the GC Electronics Division of Textron Electronics.

**American Motors Corp.**—Roy D. Chapin, Jr., executive vice-president of the company, has been elected president of the newly created American Motors Export Corp., a wholly owned international subsidiary which will handle all overseas operations of Rambler and Kelvinator. G. T. Etheridge, vice-president of Kelvinator International, is executive v-p of the subsidiary.



R. D. Chapin, Jr.  
of Am. Motors



G. T. Etheridge  
of Am. Motors

## HOW'S BUSINESS?

Here's the answer for 26 key markets which cover 15% of the U.S. buying public. Based on flash reports of dealer sales in the areas served by these utilities, the chart provides you with an authentic, timely index of retail sales. It's an ELECTRICAL MERCHANDISING WEEK exclusive.

Oct., 1961 vs. Oct., 1960	00	Refrigerators	Freezers	Electric Ranges	Electric Water Heaters	Washers	Clothes Dryers	Dish Washers	Room Air Conditioners	TV
10 Mos. 1961 vs. 10 Mos. 1960	00									
<b>IN THE EAST</b>										
United Illuminating Co.		+18	+26	+14	+18	+24	-1	+11	+200	+23
		+23	+28	+2	-3	+21	+11	+24	+39	+16
N. Y. State Elec. & Gas Corp.		+32	+10	+50	+63	+12	+30	+40	+889	*
		+12	+7	+9	+26	+3	-5	+11	+18	*
Jersey Central Power & Light		+48	+13	+2	+35	+39	-8	-1	+34	-8
		0	-2	-13	-9	-1	-14	-1	+5	+3
New Jersey Power & Light Co.		+14	+20	+13	+4	+14	+3	+28	+38	+27
		0	-4	-4	-9	-5	+13	+13	-2	-3
Philadelphia Elec. Assoc.		+29	+30	-1	+32	+8	+37	+7	+346	+14
		+9	+40	+4	+19	+4	-1	-1	+10	+7
Pennsylvania Elec. Co.		+6	+10	-6	-31	+2	-17	+4	+79	-5
		-4	-1	+3	+2	-9	-11	-1	-19	-6
West Penn Power Co.		-17	-14	-18	+5	-12	-33	-18	-35	-23
		-9	+4	-9	+34	-13	-20	-8	-14	-15
<b>IN THE MIDWEST</b>										
Dayton Power & Light Co.		+2	+6	+1	-31	-9	-10	+125	-6	+10
		-11	-1	-8	-28	-10	-22	+16	-12	-3
Central Illinois Public Service		+8	-3	+2	-7	+12	-2	+12	+14	-1
		0	+4	-8	-29	-3	-20	+4	+7	-3
Kansas Gas & Electric Co.		+19	+1	+31	-48	+32	-50	+26	-40	*
		-8	-7	-10	-30	0	-2	+10	-3	*
Kansas Power & Light Co.		-8	-12	-9	+58	-13	-41	*	-19	+10
		+2	0	+1	+5	-6	-21	*	-27	+6
Nebraska-Iowa Elec. Council		-33	-17	+7	-6	-24	-26	-8	-71	-35
		+21	+42	-6	+4	+30	+38	+65	+49	+5
<b>IN THE SOUTH</b>										
Chattanooga Elec. Power Bd.		-14	0	+10	+12	-13	-9	+10	+264	0
		-17	-25	-2	-5	-15	-20	+24	-39	+4
Nashville Elec. Service		+12	+3	+7	+10	*	-3	*	*	*
		-5	-9	-5	-5	*	-7	*	*	*
Florida Power & Light Co.		+9	-25	-2	+76	+21	-3	+2	+111	+63
		0	-3	-4	+32	+5	-4	-11	+32	-1
Florida Power Corp.		-19	+1	-19	-21	+65	+8	-32	-19	-21
		-14	+15	-20	-23	+16	-10	-16	-11	-2
Tampa Electric Co.		+1	+21	-1	+4	+6	-28	0	-26	+8
		-11	+4	-10	-13	-2	-20	+11	-1	+4
<b>IN THE SOUTHWEST</b>										
Dallas Power & Light Co.		-2	-20	-1	*	-12	+4	+73	+108	-5
		0	+4	-2	*	-14	-2	+5	-22	-6
Gulf States Utilities Co.		-6	-44	-9	+4	*	-39	-15	-67	+19
		-10	-11	+3	-15	*	-5	+13	-16	-3
El Paso Electric Co.		*	*	+3	+6	*	+9	*	*	*
		*	*	+2	+12	*	+2	*	*	*
Southwestern Electric Power		-3	-8	+45	+26	-2	-11	+37	+51	-2
		+5	+9	+45	+59	+2	+31	+1	-33	-4
New Orleans Public Service		-11	-24	-23	*	+9	-2	+87	-41	+42
		-14	-12	-22	*	-3	+2	+7	-30	+16
<b>IN THE WEST</b>										
Idaho Power Co.		+7	+15	+7	-8	-2	-4	+3	*	*
		-1	-2	0	+9	-9	-16	+5	*	*
Pacific Gas & Electric Co.		+11	-4	+12	+8	+6	+12	+17	-41	-1
		+10	-4	+8	+3	+5	+6	+17	+47	+4
Pacific Power & Light Co.		-3	-13	-8	-8	+1	+2	+29	+200	-6
		-10	-14	-15	-3	-3	-14	+8	+82	-3
Washington Water Power Co.		+62	+29	+60	-12	+22	+58	+38	+84	+76
		-8	+1	-27	-11	-9	-13	-1	+111	-5
<b>NATIONAL</b>										
Oct., 1961 vs. Oct., 1960		+8	-2	+4	+21	+7	+2	+15	+85	+9
10 Mos. 1961 vs. 10 Mos. 1960		+1	+1	-2	+7	+1	-5	+8	+6	+3
0 = No Change										
* = Not Available										

## Fall Sales Keep Climbing

Just as September gave us the indication, October gave us the proof. Appliance sales definitely will end on the plus side in 1961. EM WEEK's monthly panel of 26 leading utilities from New England to California has clearly indicated, with the ten-month totals in, that at least seven, and possibly eight, of the above nine major appliances will maintain the pace established back in September and close out the year in the black.

The consumer, it now appears, began to spend some of those discretionary dollars back in October. Sales

were up on all fronts, except for freezers down 2%, with percentage gains ranging from 2% for dryers to 85% for air conditioners.

And to get a good idea of the almost amazing recovery made these last few months we need not go back beyond June to review how the nine appliances shaped up at that time: Refrigerators were off 2%, as were air conditioners; TV was just about even with 1960; washers were down 5% and dryers 7%; and freezers and ranges were off 1% and 4% respectively. That was after six months.

Four months later the totals tell a different story. Only ranges and dryers remain behind the 1960 figures, with ranges a very strong possibility to catch up before the year's end. It does not appear dryers will match 1960 totals.

Regionally, the New York-Philadelphia-New Jersey-Connecticut areas scored the best of the sections surveyed.

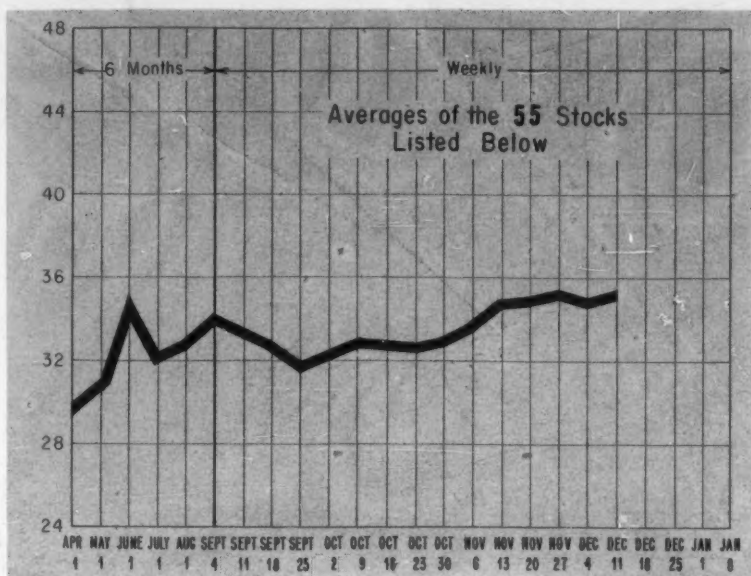
On the West Coast the San Francisco region maintained its plus pace for 1961, while in the Midwest the Nebraska-Iowa region was well ahead of last year.

Barring any complete reversal of form, these last two months should be icing on the cake.



## TAKING STOCK

A quick look at the way in which the stocks of 55 key firms within the industry behaved last week. This summary is another exclusive service for readers of EM WEEK.



Stocks and Dividends in Dollars	High	Low	Close Dec. 4	Close Dec. 11	Net Change
<b>NEW YORK EXCHANGE</b>					
Admiral	18 1/2	10 5/8	19	17 1/8	- 1 7/8
American Motors 1.20	21 1/4	16 1/2	16 3/4	17	+ 1/4
Arvin Ind. 1	35 1/4	20	30 1/2	34 3/8	+ 3 7/8
Borg Warner 2	48 5/8	35	46	48 3/8	+ 2 5/8
Carrier 1.60	49	32 1/8	39 1/2	42 3/8	+ 2 7/8
CBS 1.40B	42 3/8	31 1/2	36 1/4	37	+ 3/4
Chrysler 1A	57 3/8	53 1/2	46 3/4	50 1/4	+ 3 1/2
Decca Records 1.20	47 1/2	32	38	39 3/8	+ 1 3/8
Emerson Electric 1 BXD	88 1/4	50	82 3/4	84 5/8	+ 1 7/8
Emerson Radio .37T	16 3/4	11 1/8	13 1/8	13 1/4	+ 1/8
Fedders 1 B	25 1/8	17 1/8	23 1/8	22 3/4	- 3/8
General Dy. 1	45 1/2	25	27 1/8	28 1/2	+ 1 3/8
General Elec. 2	80 1/4	60 1/2	77 3/8	78 3/8	+ 1
General Motors 2	54	40 5/8	55 1/8	57 3/8	+ 2 1/4
General Tel & El .76	32 1/2	24	25 1/2	27 3/8	+ 1 7/8
Hoffman Elec.	29 3/8	14 3/8	16 7/8	17 7/8	+ 1
Hupp Corp. 25F.	11 3/4	7 3/8	7 3/4	7 3/8	+ 1/8
Magnavox 1	46 3/8	35 1/8	44 1/2	43 1/2	- 1
Maytag 2A	71	52 3/4	65	61 1/2	- 3 1/2
McGraw-Edison 1.40	42 3/8	30 3/4	41 3/4	40 3/4	- 2
Minn. M.M. .60	87 3/8	70 1/8	72 3/4	71 3/4	- 1
Montgomery Ward 1	34 3/4	26 3/4	31 3/4	30 3/4	- 1
Monarch .04	18 1/2	13 3/8	16 3/8	17 1/4	+ 7/8
Motor Wheel 1	20 1/2	11 3/4	13 7/8	14 3/8	+ 1/2
Motorola 1	100	68 1/2	81	80 1/2	- 1/2
Murray Corp.	30 5/8	26 1/2	28 5/8	30	+ 1 3/8
Norris-Thermador	34 3/8	18	24 1/2	23 3/4	- 3/4
Philco	25 1/8	17 3/8	25 1/4	25 1/4	-
RCA 1B	65 3/8	49 1/2	52 3/8	54 1/8	+ 1 3/4
Raytheon 2.37T	44 1/2	34 3/8	38	41 1/2	+ 3 1/2
Rheem	23 1/2	13 1/2	13 3/8	13 1/8	- 3/4
Ronson .60	27 1/2	12 1/8	26 3/8	27 1/8	+ 1 1/8
Roper GD	27 1/2	16 3/8	27 1/4	27 1/2	+ 1/4
Schlick	14 1/8	8 1/4	9	8 7/8	- 1/8
Siegler Corp. .40B	34	22 3/4	26 1/4	25 5/8	- 3/8
Singer	127 1/2	107 3/4	124 7/8	122 1/8	- 2 3/4
Smith A. O. 1.60A	37 3/8	26 1/4	27	27 1/8	+ 1/8
Sunbeam 1.40A	55 3/8	45 3/8	55 1/4	53 1/2	- 1 3/4
Welbilt .10E	7 1/4	4 1/8	4 1/2	4 3/8	- 1/8
Westinghouse 1.20	50	38	39	38 1/4	- 3/4
Whirlpool 1.40	34 3/8	26 3/8	33 1/4	32 3/8	- 7/8
Zenith 1.60A	80 1/2	62 3/8	74 1/2	76	+ 1 1/2
<b>AMERICAN EXCHANGE</b>					
Century Electric	10 3/4	5 7/8	8 3/4	8 1/4	- 1/2
Ironrite .25T	8 1/4	5 1/2	6 5/8	6 5/8	-
Lynch Corp. 87T	12 3/4	8 1/4	9	9	-
Muntz TV	4	4	4 7/8	5	+ 1/8
National Presto .60	31	12 1/4	16 7/8	16 1/8	- 3/4
Nat. Un. Elec. (Eureka)	4 1/2	1 7/8	2 1/2	3	+ 1/2
Pentron	8 5/8	2 5/8	4 1/2	4 1/4	- 1/4
Proctor-Silex	9 1/2	5 1/8	8 1/4	8 5/8	+ 3/8
Republic Trans.	9	4 1/2	5 1/4	5 1/8	- 1/8
Thompson-Starret	4	1 3/8	2 1/2	2 1/2	-
Traveler Radio	7 1/2	4 5/8	6 3/8	7 3/8	+ 1
<b>MIDWEST EXCHANGE</b>					
Knapp-Monarch	—	—	5 5/8	5 5/8	-
Webcor	—	—	15 1/2	15 1/8	- 3/8

A—Also extra or extras. B—Annual rate plus stock dividend. E—Paid last year. F—Payable in stock during 1961, estimated cash value on ex-dividend or ex-distribution date. T—Payable in stock during 1960, estimated cash value on ex-dividend or ex-distribution date.

**ANALYSIS:** The traditional year-end rally seems to be in the making. Spurred on by some healthy statistics (auto sales, steel output, and Christmas store volume) the market should make its move now. If now, it will close the year on a somewhat less happier note than anticipated. One fact remains, however: Business is good at this time. The question re-

mains, therefore, is the market keeping pace with business? Experts are contradictory in their answers. Only the next ten days will tell. On the EM WEEK chart, meanwhile, a modest gain of 3/4 pt. was recorded over the week long trading. Chrysler, Maytag, and Raytheon—all at a plus 3 1/2 for the week—led the advancing issues. Losses were minimal.

## Japanese 10-Month Export Figures

	October 1961	September 1961	10 Months 1961 Total	% Change 10 Mos. '61 vs. 10 Mos. '60
<b>TUBE RADIOS</b>				
Units	247,577	239,468	1,722,514	+ 2.1%
Dollars	\$1,699,155	\$1,570,194	\$11,260,890	+143.8%
<b>TRANSISTOR RADIOS (3 or more transistors)</b>				
Units	583,645	596,439	3,462,654	- 1.0%
Dollars	\$5,973,241	\$6,196,397	\$37,886,665	- 18.2%
<b>TRANSISTOR RADIOS (Toys)</b>				
Units	554,993	482,859	3,885,501	+ 81.1%
Dollars	\$1,341,236	\$1,331,847	\$9,949,420	+ 62.2%
<b>RADIO-PHONO</b>				
Units	9,021	12,079	51,779	+ 83.5%
Dollars	\$328,830	\$453,958	\$2,059,810	+136.5%
<b>TAPE RECORDERS</b>				
Units	96,590	88,224	465,123	-
Dollars	\$1,828,250	\$1,825,611	\$9,765,684	-
<b>TV</b>				
Units	2,309	2,284	14,617	+100.0%
Dollars	200,511	220,552	\$1,153,971	+233.5%

**ANALYSIS:** October figures showed TV down 9% and radio-phono down a big 38% from September. Tube and toy transistor radios were both up 7%. For 10 months, compared to

the same period in 1960, total units exported were up considerably, but dollar volume was up only 0.02%. Reason was the big rise in toy transistor radios, up 81.1% from 1960.

## A QUICK CHECK OF INDUSTRY TRENDS

An up-to-the-minute tabulation of estimated industry shipments of 15 key products. New figures in bold-face type.

		1961 (Units)	1960 (Units)	% Change
<b>AIR CONDITIONERS, Room</b>	October	49,300	47,200	+ 4.45
	10 Months	1,418,500	1,425,300	-00.48
<b>DISHWASHERS</b>	October	56,600	41,300	+37.05
	10 Months	487,200	458,400	+ 6.28
<b>DRYERS, Clothes, Electric</b>	October	95,820	94,399	+ 1.51
	10 Months	600,348	632,779	- 5.13
	October	57,163	57,522	-00.62
	10 Months	318,771	344,946	- 7.58
<b>FOOD WASTE DISPOSERS</b>	October	74,600	63,100	+18.23
	10 Months	683,600	644,700	+ 6.03
<b>FREEZERS</b>	October	93,000	66,100	+40.70
	10 Months	913,800	910,100	+00.41
<b>PHONOGRAPH SHIPMENTS</b>	September	452,187	531,286	-14.89
	9 Months	2,540,570	3,048,546	-16.66
<b>RADIO PRODUCTION (Excludes auto)</b>	December 1	250,233	282,745	-11.50
	48 Weeks	10,883,116	9,976,224	+ 9.10
<b>RADIO RETAIL SALES</b>	July	697,851	573,363	+21.71
	7 Months	5,088,031	4,451,721	+14.29
<b>TELEVISION PRODUCTION</b>	December 1	114,724	89,890	+27.63
	48 Weeks	5,718,106	5,392,767	+ 6.03
<b>TELEVISION RETAIL SALES</b>	July	388,791	392,858	- 1.04
	7 Months	3,027,975	3,050,385	-00.74
<b>REFRIGERATORS</b>	October	278,200	249,200	+11.64
	10 Months	2,925,900	2,958,500	- 1.10
<b>RANGES, Electric, Standard</b>	October	72,800	77,100	- 5.58
	10 Months	717,100	729,600	- 1.71
	October	54,000	52,000	+ 3.85
	10 Months	582,200	561,600	+ 3.67
<b>RANGES, Gas, Standard</b>	October	158,900	139,600	+13.83
	10 Months	1,238,600	1,263,100	- 1.94
	October	30,700	29,400	+ 4.42
	10 Months	289,900	289,000	+00.31
<b>VACUUM CLEANERS</b>	October	327,608	290,059	+12.95
	10 Months	2,712,185	2,778,045	- 2.37
<b>WASHERS, Automatic &amp; Semi-Auto</b>	October	259,326	247,338	+ 4.85
	10 Months	2,229,962	2,160,642	+ 3.21
	October	62,544	58,470	+ 6.97
	10 Months	578,719	614,737	- 5.86
<b>WASHER-DRYER COMBINATIONS</b>	October	7,635	13,062	-41.55
	10 Months	83,750	131,957	-36.53
<b>WATER HEATERS, Electric (Storage)</b>	October	63,100	54,600	+15.57
	10 Months	634,100	608,400	+ 4.22
<b>WATER HEATERS, Gas (Storage)</b>	October	219,600	192,900	+13.84
	10 Months	2,138,900	2,309,300	- 7.38

Sources: NEMA, AHLMA, VCMA, EIA, GAMA.



2nd Quarter, 1961, vs. 2nd Quarter, 1960

3rd Quarter, 1961, vs. 3rd Quarter, 1960

October, 1961, vs. October, 1960

## Dealers are continuing to ring up more Kelvinator sales because they make more profit with Kelvinator!

Kelvinator sales are soaring, and our dealers tell us the reason is that they make more profit on their Kelvinator lines.

They say it pays them to concentrate on their Kelvinator sales because . . .

(1) They don't have to sell Kelvinator Appliances on price alone. Honest consumer benefits in every product line help them close sales with less emphasis on price . . . and more emphasis on value.

(2) They have little or no head-on "price-against-price" competition with other Kelvinator

dealers. That's because Kelvinator's long-standing policy limits dealer franchises to a reasonable number.

(3) They get more practical sales assistance at the local level from Kelvinator. Month after month, Kelvinator's retail-minded selling programs, backed by large-space newspaper advertising with dealer listings, are bringing customers to their sales floors.

(4) They save money on product make-ready expenses and after-sale service costs as a result of the Kelvinator Constant Basic

Improvement program. And elimination of needless annual model changes has resulted in far fewer mark-downs.

So you see our dealers have convincing reasons for saying they are selling more Kelvinator Appliances because they make more profit.

But if you want to check it further, see your Kelvinator representative. He has proof.

**Move Up With Kelvinator**  
Division of American Motors Corporation, Detroit 32, Michigan

ELECTRICAL MERCHANDISING WEEK



